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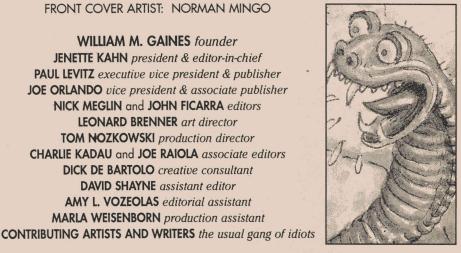
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FRONT COVER ARTIST: NORMAN MINGO

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LETTERS AND TOMATOES WITH SPECIAL SAUCE DEPT.

So we meet again, my devious devotees. It seems our last few sensational Super Special giveaways have been getting many mixed reviews. First let's look at a letter from some lads who lauded the lovable MAD Lick-schtickers of Super Special # 102...



Yecch! The details of that doozy put a damper on my day! Now let's review the remarks of one repugnant rapscallion who has some select salvos for Super Special #103 . . .

Dear Elron.

Those four Connectable Collectable wall prints are so stupid and pointless I burnt them. I still can't believe I wasted \$3.95 on MAD Collector's Series #10. I didn't just burn the wall prints, but I burnt the whole MAD Magazine.

> Matt Bordoni Dumont, CO

Dear Elron,

Elron, I liked reading the Super Special March 1995, the one with the funny stickers! Well guess what, after I got the magazine, four guys and I went to Del Taco and put them in the bathroom, in one of those "toilet cubbies." Then we waited for someone to go in. When this fat guy went in he just started cracking up, then we heard him groan and he left. It seemed that he read them before he sat down because when he left he had a big wet spot on his pants!

> Jeff Altman Orange, CA

Perhaps my pyromaniac pal did not prize the priceless prints he procured from the pages of this publication, but it seems that one of our bang-up bonuses from a few issues back is still potently popular as this pooch proudly professes ...



This menacing Mexican Hairless from Spring Hill, Florida, seems to be bearing a heavy burden. But then, don't we all carry some bizarre baggage from days of yore? Even I, Elron, have some terrifying tales from my days as a tot. Recently, some interesting epistles expressing intense interest in my early days have darned my desk. So perhaps it's time to

reveal the reasons behind my righteous rise to superstardom ...

Dear Elron,

I dare you to tell your MAD readers about the real you, before MAD took you in and gave you this lowest rank, crummy job!

Paul Howard Alberta, Canada Dear Elron,

I hope when I get old enough to be cocky Cand get away with it) I can write for your magazine. By the way, how did you get your job?

> Julia Wiersk Cherry Hill, NJ

Landing the right job often takes a whole lot of luck and a touch of terrific timing. In my case, ratting on a racketeering ring in downtown Detroit did just that for me. After my timely testimony I was promptly placed in the wacky witness relocation program, where they gave me this great job and new identity! Here's a classy clipping from the days before I managed mail . . .

So that's my rags to riches story, but it seems as though some readers are interested in my randy relatives as well. Peruse some of these postagepaid paragraphs...

Well. not really Elvon. because believe it or not. I can't wen. nor really chon. Decause Deneve to or not. I can't want stand you. I think you're extremely sick! Who I really want stand you. I think you're extremely sick! Who I really want to talk to is your wise old Uncle Slokum. Dear Elvon. How did a cool guy who seems to be wise. be related to Elvon?
an obvious Howard Stern wannabe geet like you. Dear Elron,

Where's your Uncle's prison? I want to meet him.

> Leo Okress Brunswick, OH

I'm not permitted to say exactly why dear old Uncle Slokum is in the slammer, but I can tell you that it involved a '52 Chevy, a herd of livestock and a group of unsuspecting Amish. In the mean time, he

Testifies Before Committee

asked me to relay this message to his many supporters, "Prison ain't a pretty place, but it sure beats the pants off clipping coupons with a grease monkey!" Luckily for my loving uncle, our lenient legal system is not quite as lethal as in other locations. Meander this Middle-Eastern menagerie . . .

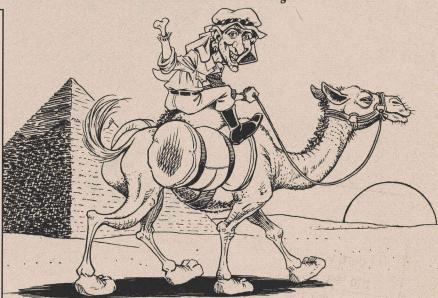
Dear Elron,

I started reading your magazine in the 70's when I was living in Bloomington, Indiana. I live in Egypt now and I can safely say I was the first one to buy your magazine when it came out here.

So you can imagine my disappointment when I was reading Collector's Series #9 and came across "If the World of Yesterday Faced the Conditions of Today." In "Pyramid Construction Halted," you say "...every offender who is caught will have his right hand chopped off..." When will Americans start doing research before opening their mouths? It seems like you take every opportunity to show your ignorance. We do not apply the law of chopping people's hands in Egypt. You are thinking of Saudi Arabia.

Nothing can be done now, but in the future, read and research before writing. It is about time Americans found out about what actually goes on in countries other than the U.S.A.

> Amani Sarkiss Cairo, Egypt



Dear Elron.

What is your Uncle serving time for?

While I research remote regions of the globe in my constant search for the truth, you can continue to send vour seriously silly salutations to me at . . .

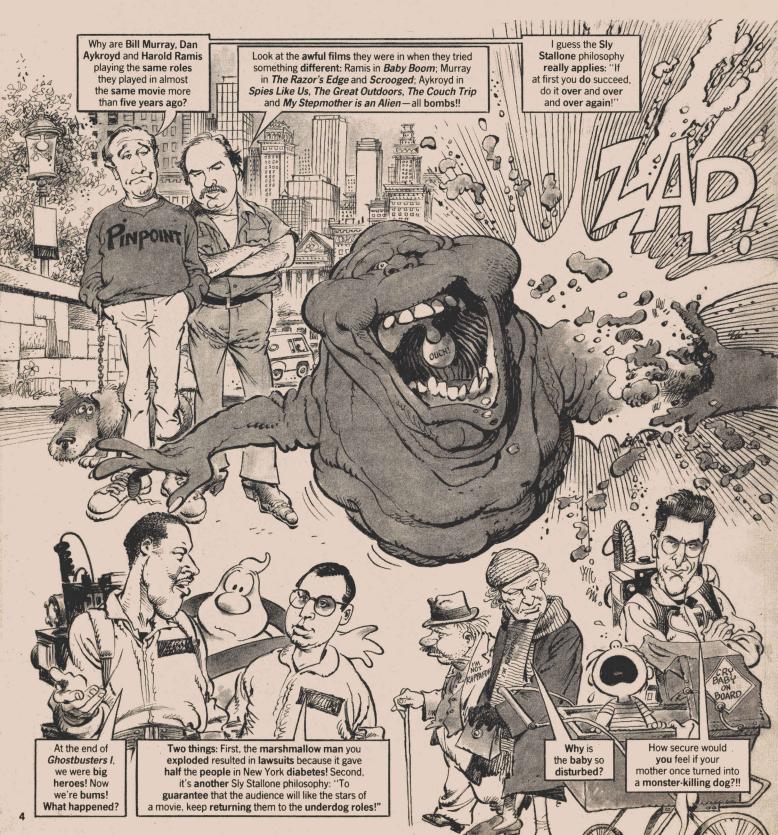
Elron **MAD Super Specials** 1700 Broadway New York, NY 10019 Or jettison a geographic FAX to: (212) 506-4840

Until we meet again! Ah-ha-ha-ha-ha-ha!

THE SECOND SLIME AROUND DEPT.

What's the hot-action, feel-good hit of the summer that people are flocking to see? Batman, of course! Which is why MAD now proudly presents its satire of ...

GRESS!



BUSTERSII

ARTIST: MORT DRUCKER

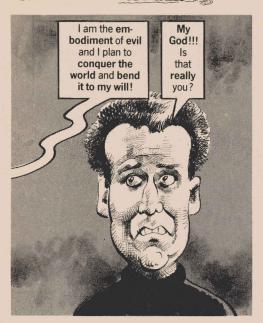


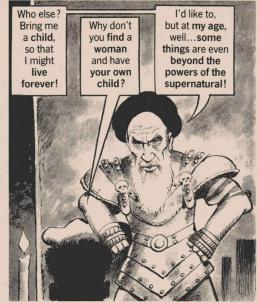
mist!

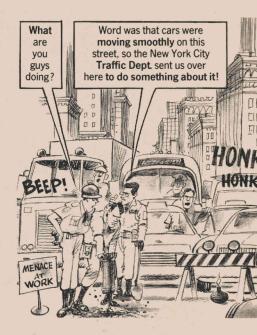
ever after!

where my baby was born!























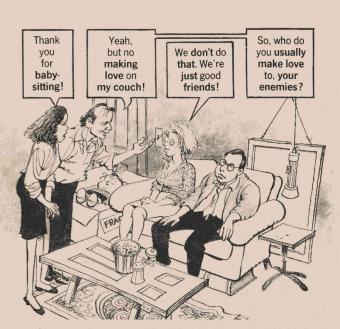


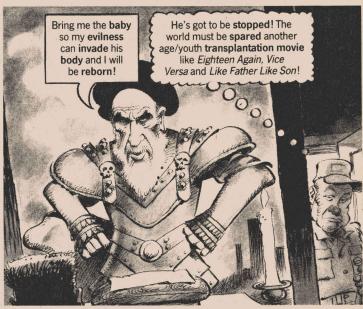
Sure. that's the only kind of sex |

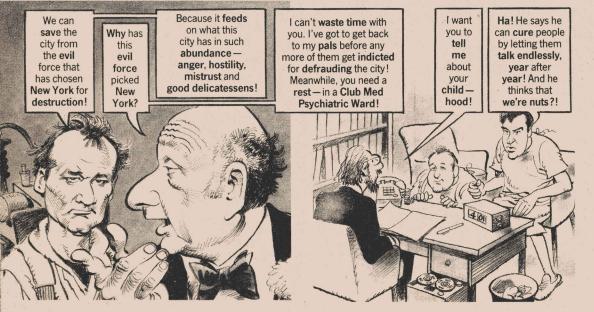








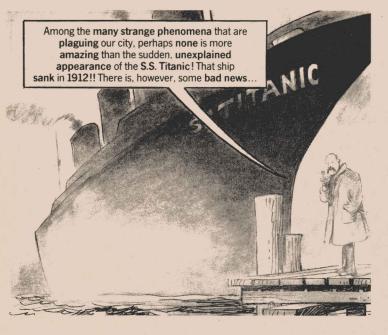




Give us your baby and he will become the ruler of the world! Wouldn't you like that?

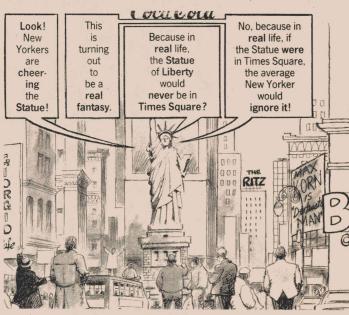
No, it's hard enough for a parent to get a kid to clean up his room! How am I to get him to clean up the entire world?



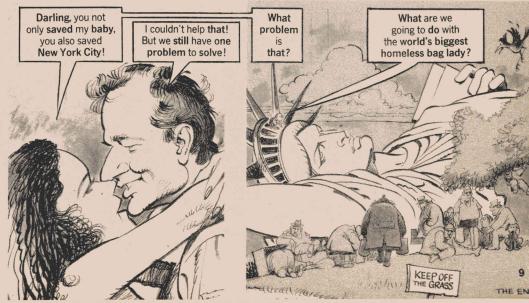








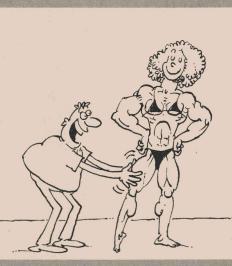


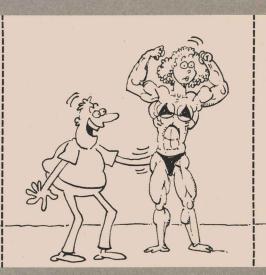


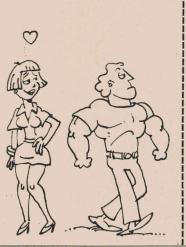
SERGE-IN-GENERAL DEPT

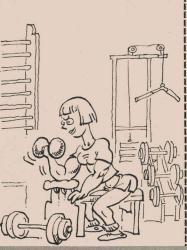
A AVADO FEMALE



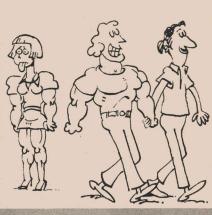










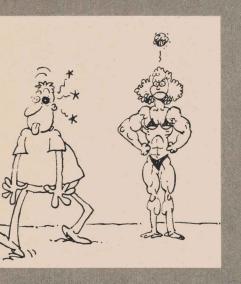




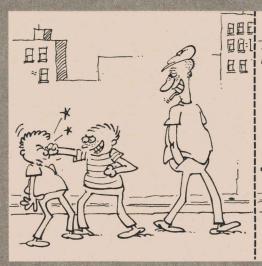




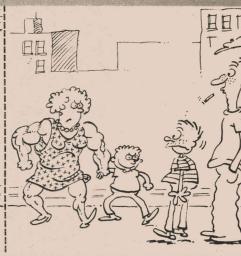
BODY BUILDERS ARTIST AND WRITER: SERGIO ARAGONES MARRIED MARRIE







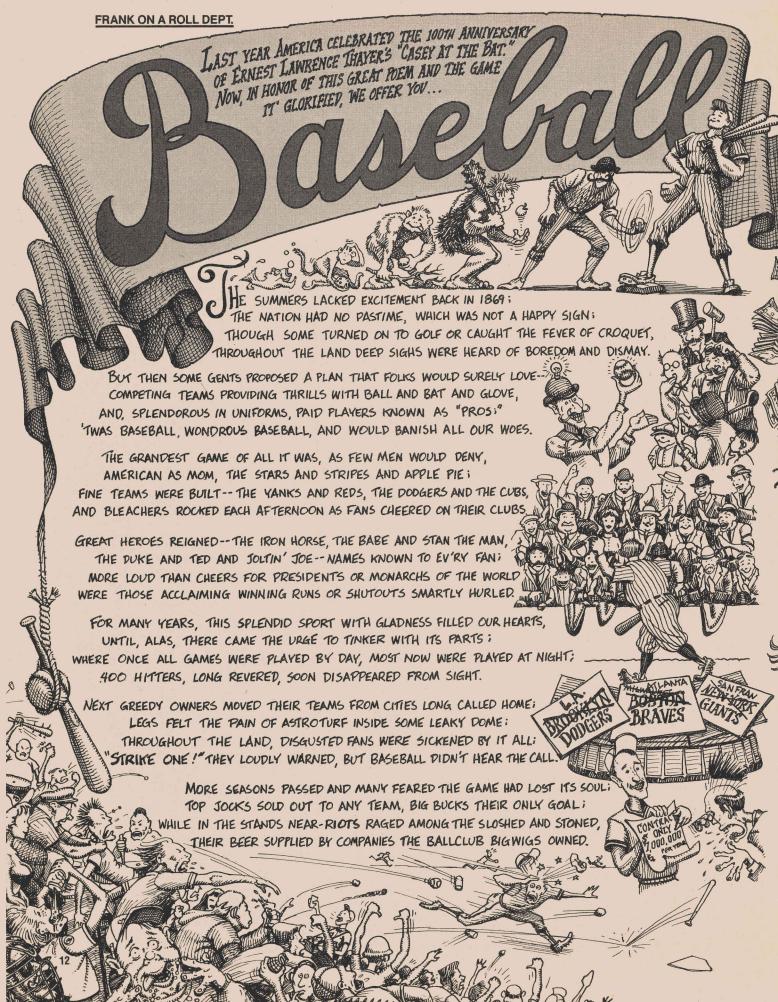










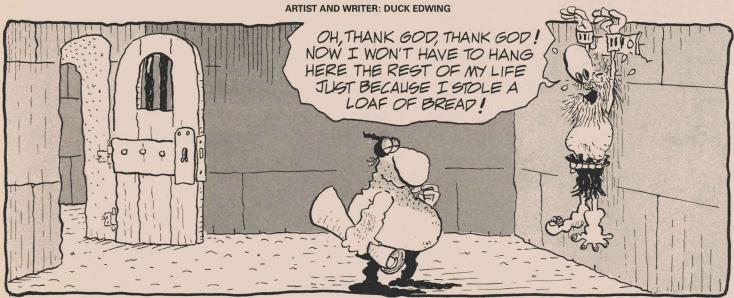


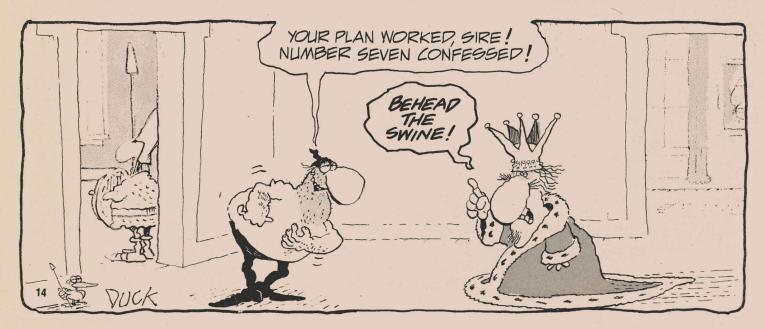


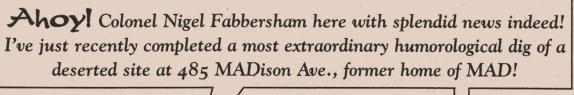
TALES FROM THE DUCK SIDE DEPT.

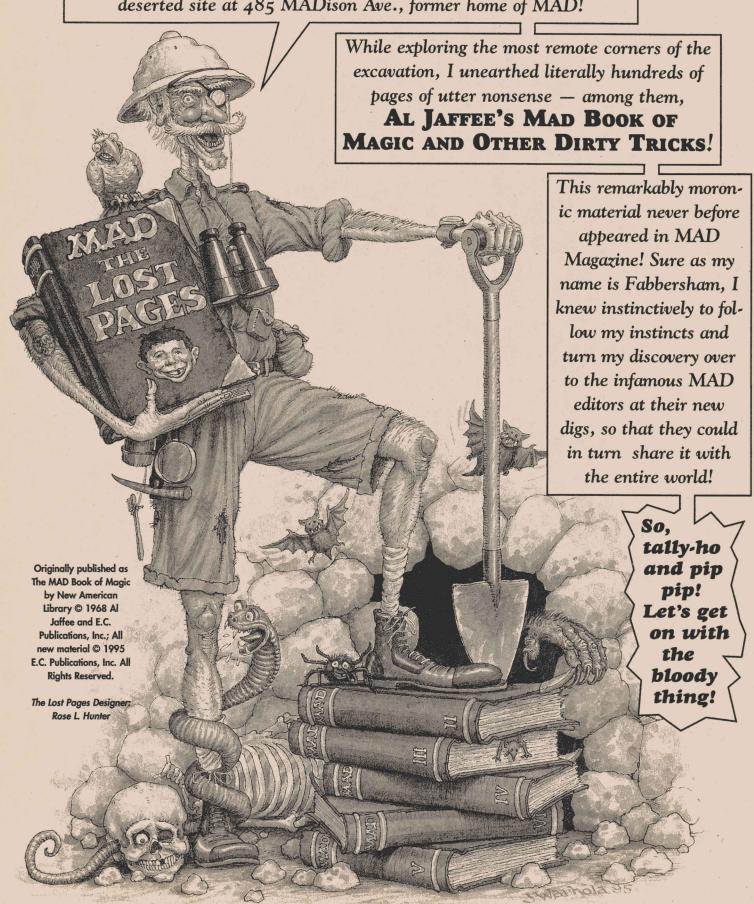
THE DIABOLICAL DUNGEON DECEPTION











"CUTTING AND RESTORING" TRICK

sk a man for his tie. This trick is particularly effective if it's a very expensive tie. Now, whip out a pair of shears and deftly snip the tie in two. Of course, your volunteer will either attempt to kill you or cry like a baby. Or both. This can be dangerous and disgusting and should be avoided. Thus, quickly assure him that you will magically restore his tie to one piece. Place each half of the tie in a different pocket of your jacket. Then, pretend to strain and sweat for as long as you feel necessary to build suspense. Suddenly, after exclaiming



"Cravat, cravat ... in two seconds flat!" you pull the tie out ... in ONE PIECE!

MAD: FAKE RUBBER HAND THE LOST PAGES

HOW THE TRICK IS DONE

Your real hands are actually inside dummy rubber ones that are attached to your sleeves. After you put the tie halves into your pockets, you withdraw your hands inside your coat where you have concealed needle and thread. Through openings on the inside of your pockets you reach in and get the tie halves. It is then a simple matter to sew the tie halves together during the time you pretend to strain and sweat. Only you're not pretending. If you think sewing under these conditions is a snap, try it sometime. Anyway, when you're finished, replace the tie in a pocket and you're ready to conclude the trick.

MAD: THE LOST PAGES THE PRINCELY

"SWALLOWING A LIVE EEL"

TRICK

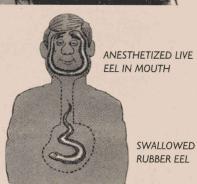
his is not so much a trick as a bit of divertimento to help warm up the audience. On the table next to you is a fish tank. Tell the audience you forgot to have dinner, heightening their glee by tucking your handkerchief under your chin like a bib, and then reach into the tank and pull out a wildly wriggling eel. You pop the eel into your mouth, and while the audience is still sputtering and choking, tell them how you fooled them with a rubber eel which you made life-like by wiggling with your fingers. To prove it, you reach into your mouth and extract a limp eel and say, "See, what did I tell you? It's a phony eel." As you are saying this, drop the limp eel into the tank and suddenly it comes to life and swims away, to everyone's bemusement.





HOW THE TRICK IS DONE

The trick is that you do indeed swallow a rubber eel. But, tucked carefully inside your mouth is a real ANESTHETIZED eel. When you remove it, it hangs limp and unconscious and you tell everyone it is rubber. However, when dropped into cold water it instantly revives and gives the impression of a rubber eel coming to life. A totally fulfilling and delightfully disarming trick,



THE BRAZEN BLADE "MAGNETIC KNIFE" TR

old up what looks like an ordinary table knife for your audience to see. Tell them that your body contains the special magic power of magnetism. To prove it, you grasp the knife in your clenched fist. Say a few magic words and ... PRESTO... when you open your fist the knife remains stuck to your hand, no matter how violently you wave it around.





HOW THE TRICK IS DONE

Naturally, the business of magnetism in your body is a lot of baloney, even though some people say you have a "magnetic personality" or "animal magnetism". The trick here is a specially designed knife in which the blade part slides forward to reveal two needle-



sharp prongs. When placing the knife in the hand you simply clamp the prongs into the fleshy part of your hand. Thus, the most violent waving of the hand can't possibly dislodge it.

Note: Practice not wincing when you drive the prongs home. Also take care not to strike a vein as the resultant gush of blood will obviously spoil the trick.

MAD: THE LOST PAGES

"BRINGING A ROPE TO LIFE" TRICK

Take a length of rope out of your pocket and place it on the table. Then tell your audience that with two taps of your magic wand you can bring the rope to life, which you proceed to do the to unbridled rapture and acclaim of your viewers.





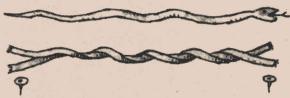


HOW THE TRICK IS DONE

To begin with, the rope is no ordinary rope. It is a braided piece in which one of the braids has been removed and replaced by a yellow snake of the right length. At each end of the "rope," a tiny thumbtack is concealed. Thus, when you bring the rope out and place it on the table, you are actually pushing down the thumbtacks. Then, when you give the two taps of your magic wand, you are actually knocking each end of the "rope" free from the table, and the snake/rope will slither away.

You might practice first with a string and a worm until you are truly proficient at this convulsing hoax on the people.





THUMBTACK

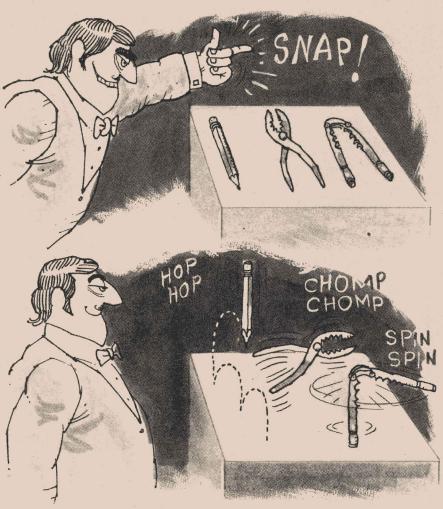
THUMBTACK



CONCEALED THUMBTACK

CONCEALED THUMBTACK

THE EVER BAFFLING "ANIMATED OBJECTS" TRICK

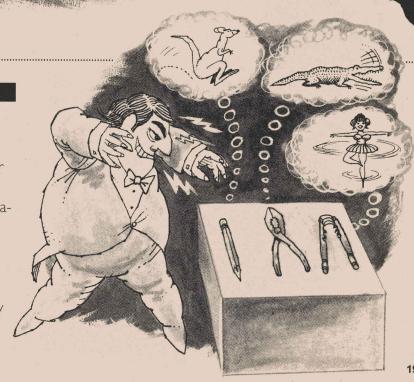


lace an ordinary pencil, pliers and nutcracker on a table. Tell your audience that you intend to masshypnotize them into believing they are seeing these objects come to life. Their unruly cries of "fat chance!" will soon turn to wonder and adulation as you intone the words "COME ALIVE ...!" and snap your fingers simultaneously. Right before their eyes, the pencil starts hopping, the pliers start snapping, and the nutcracker starts spinning.

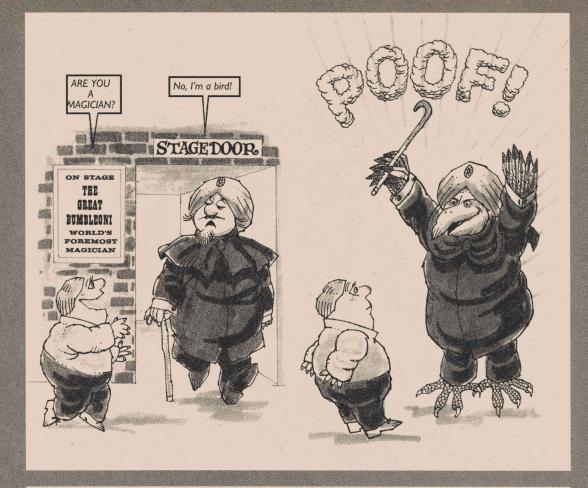
MAD:

HOW THE TRICK IS DONE

The genius behind this feat is that you do not indulge in mass-hypnosis of the audience but you do hypnotize each object, about a half hour before going on. You suggest to the pencil that it is actually a kangaroo, that the pliers is an alligator, and that the nutcracker is a ballerina. Then you implant a post-hypnotic suggestion in them before bringing them back to normal, which is whenever they hear the command "COME ALIVE ...!", and at the snap of your fingers, they will once again act like a kangaroo, an alligator, and a ballerina. A simple but effective trick.



Snappy Answers O Stypid Magic REPORT





MAD: THE LOST PAGES

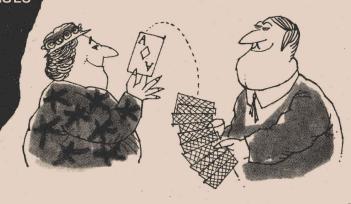


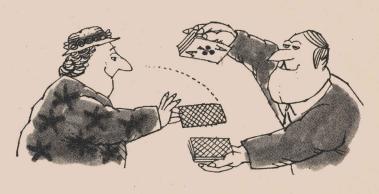
Snappy

MAD: THE LOST PAGES

"PICK A CARD" TRICK

an out a deck of cards. Ask someone in your audience to pick a card and replace it in your deck. Pretend to concentrate and strain for twenty or thirty minutes to build up suspense. Then, when the strain seems almost too unbearable, start to deal out the cards slowly. To everyone's utter delight and reverence, you will stop and identify the correct card.





HOW THE TRICK IS DONE

This is an extremely involved trick but it gave delight and got you reverence, didn't it? So, the illustrations on the page show exactly what is needed to effectively crown this trick with deserved glory and triumph.



Assistant is planted in audience with powerful binoculars ...



After he spots card picked, he notes it and sneaks out.



In a back room he sends message ... by teletype.



Message arrives on the teletype 22 in the magician's table.



Card's identity is reflected into mirror in magician's ring.



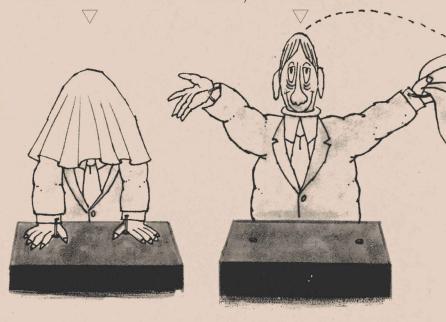
Magician names card and silences heckler with magic wand.

"BRASS RING" TRICK

et the audience examine a small brass ring to prove that it is solid. Then place the ring on your head and cover it with a kerchief.

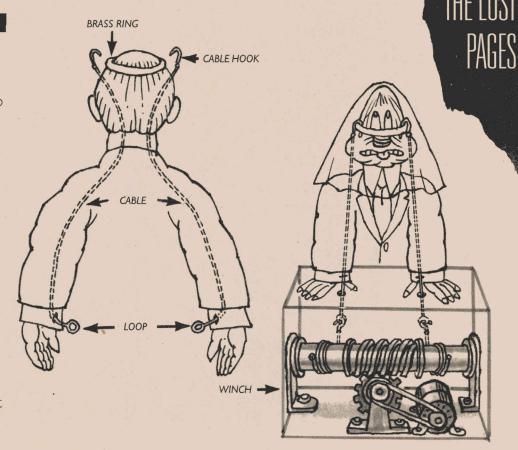
Moments later you remove the kerchief and reveal the astonishing fact that the ring is now tightly around your neck.





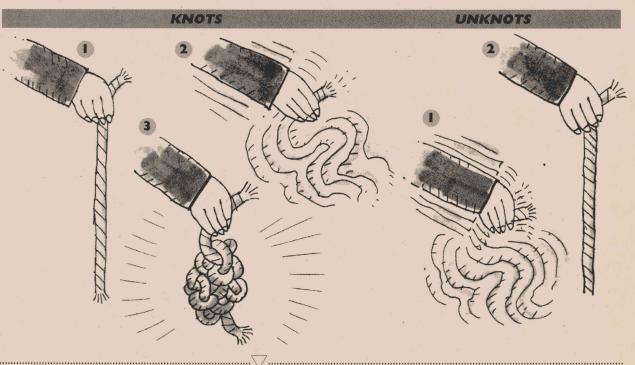
HOW THE TRICK IS DONE

You'll need a lot of greasy kid stuff on your hair for this one. Also, your hair should be long enough to touch your collar so that a pair of cables can be hidden in it. These cables run down your sleeves and end as loop-shaped cuff links. What happens is this: When you place the brass ring on your head you deftly hook a cable to each side. Then, while engaging the audience in light banter, you also secretly engage the cuff link loops to hooks sticking out of two holes in the table. These hooks lead to powerful motor-driven winches which pull the brass ring down over your head with the equivalent of about three tons of pressure.



THE EDIFYING "EDUCATED ROPE" TRICK

rasp a two foot length of rope and snap it like a whip. Miraculously, it will knot itself. Another snap and it unknots itself. Your audience will be ecstatic and bright-eyed at this feat.



HOW THE TRICK IS DONE

Practice is the key to this trick. The following illustrations in slow motion show exactly what you must learn to do.

To unknot: Simply reverse this procedure.



1. At start of trick, all fingers of rope hand must touch rope.



2. During snap, twist rope 3/8 inch to right and hold 2/9 second.



3. As rope starts upward, bend wrist down 47 degrees for 1/19 second.



4. As rope makes first knotting approach, tweak it gently with pinky.



5. As rope goes into second knotting approach, snap index finger.

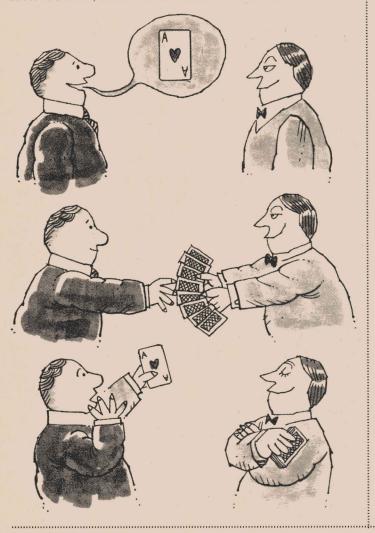


6. Finally, spin thumb in a 3/4 inch arc and trick is all finished.

MAD: THE LOST PAGES

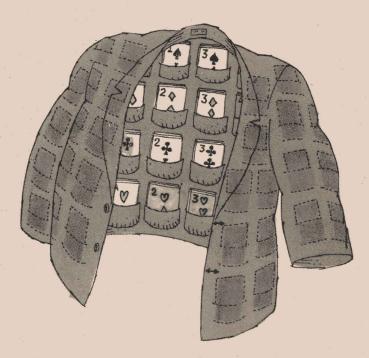
THE PERNICIOUS "FORCED CARD" TRICK

ave a member of your audience name a card. Reach into your pocket, produce a deck, and ask him to pick a card. To everyone's complete astonishment, it will be the card he named.



HOW THE TRICK IS DONE

This trick is foolproof provided you have a good memory. The cards in the deck you produced in the foregoing trick were all the same so no matter what card the man picked, it had to be the one he named, "Ah", you say testily, "But what if he had named another card?" Well, here's where the good memory part comes in. Concealed on your person are fiftytwo decks, each deck containing fifty-two of the same card. All you have to do is remember where the right deck is after the card is named.



BLOOD FROM A STONE' TRICK THE CORPUSCULAR

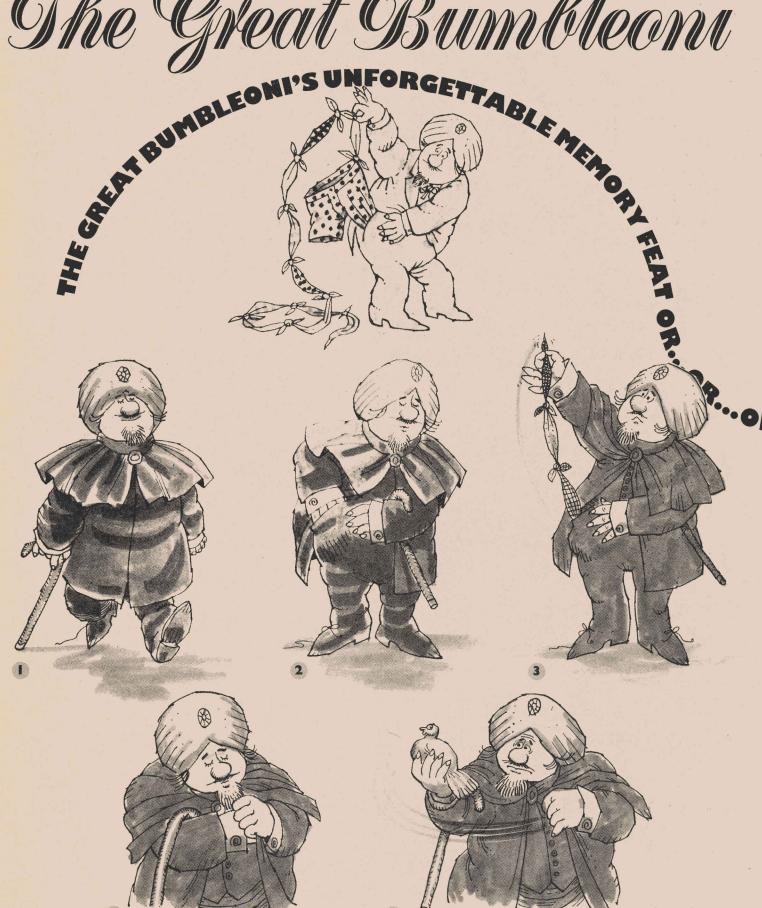
produce an ordinary stone ORDINARY STONE and let your audience. examine it. After they are convinced it is genuine, tell them you intend to squeeze it until blood flows. To their utter astonishment, and disgust, you proceed to cover the stage with blood.

HOW THE TRICK IS DONE

Any idiot knows you can't get blood from a stone. But did you ever hear anyone say, "You can't get blood from a magician ...?" That's why they'll never suspect you did it with a quantity of broken glass shards concealed in your hand.

Caution: Remember to inform the Stage Manager of your blood type before each and every performance. 25

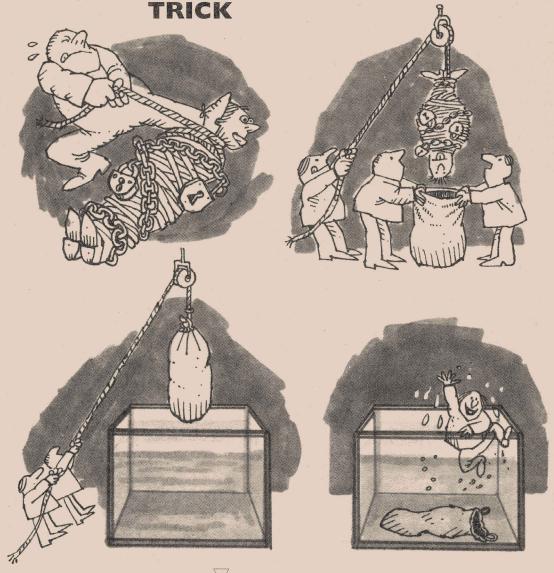
The Great Bumbleoni





"GREAT ESCAPE"

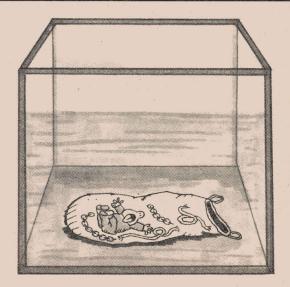
ou are bound head to toe with chains. ropes, cables, bandages, wire, straps, and Scotch tape. You are then placed in a laundry bag and lowered into a tank of water. As the seconds tick away, the audience becomes more and more anxious and the suspense is strength-sapping. Finally, when the tension is tantamount to teethgrinding, you emerge ... safe and sound! The audience, relieved because that most precious of all things, a human life, did not perish in the tank, will applaud enthusiastically.



HOW THE TRICK IS DONE

Though this is one of the most stupefying tricks of all, it is at the same time the simplest. The key to the whole thing is a midget hidden in the laundry bag. Working swiftly and surely, he unshackles, unwinds and generally releases you just in time for you to avoid drowning. An even better trick would be to figure out how to keep the midget from drowning. Maybe someday someone will! Meanwhile, the supply of midgets is quite plentiful.*

*Consult "Midget Mart" in your Yellow Pages.



THE STARTLING "BUFFALO OUT OF A HAT"

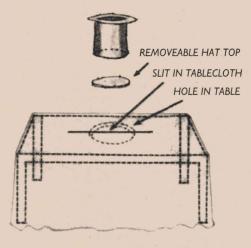
Tell the audience that you intend to pull a buffalo out of your hat. They will chuckle derisively. But this will soon turn to repentance and astonishment as you proceed to pull a real live prairie buffalo out

of your hat as promised.



HOW THE TRICK IS DONE

The hat has a removeable top. As you place it on the table, you palm the top and slip it up your sleeve. The hat then goes over a slit in the tablecloth which is over a hole in the table. It is thus a simple matter to reach down and pull out the buffalo concealed inside.





BUFFALO HIDDEN UNDER TABLE

FIND THE "ONE BIG MISTAKE" PUZZLE

There is just one big mistake in this picture. Can you find it? We know that after hours of frustration, you'll be sorely tempted to give up. If you stick to it, we're sure you'll find the result rewarding. If you give up, you'll find it even more rewarding.



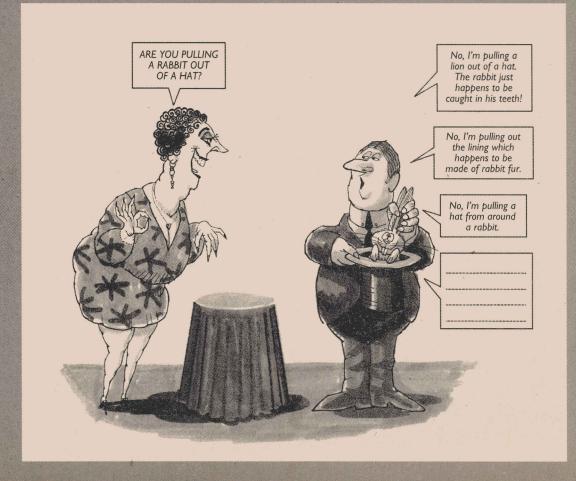
ANSWER TO THE PUZZLE

The one big mistake in this picture is that it is the wrong picture. This one is for a puzzle titled "CAN YOU FIND THE 3,749 MISTAKES IN THIS PICTURE?" The picture with only one mistake in it somehow got put into another book.

MAD: THE LOST PAGES

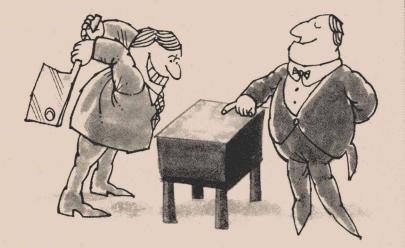
[편]
The Great Snappy Answers

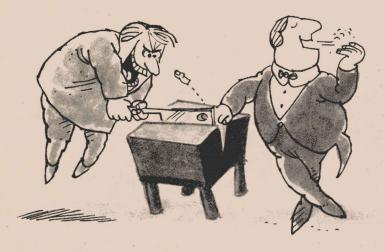




THE SWELL "CHOPPED-OFF FINGER" TRICK

ell the audience you've never found any use for your pinky finger and you'd like someone to come up and chop it off. From the rush of volunteers, select one and give him a meat cleaver. Place your pinky on the block as shown and let the volunteer chop away.





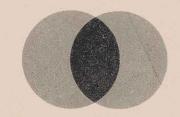
HOW THE TRICK IS DONE



It is actually true that the pinky finger is expendable and can be removed surgically without impairing manual dexterity. Once this is done, buy a large supply of rubber pinkies which are easily attached to the hand with adhesive. Thus, when you offer your pinky to be chopped off, it is totally painless to you. But remember which hand has the phony, otherwise a nasty spectacle will occur onstage.

THE "TANTAL-EYES-ZING MAGIC SPOT" TRICK

In the center of this page there is a spot. If you will stare at it for one full hour, something astounding will occur. Slowly but surely the spot will split into two distinctly separate images. But remember you must stare at the spot for a full hour. Anything less and all you'll see is the single spot* shown here.



* Please note: A few rare people will see two spots right from the start. This is indicative of a specific eye disorder that should not be further aggravated by doing this trick. Besides, why would anyone with an incurable and fatal eye disease want to bother with silly tricks, anyway?

"HUNG BY THE NECK" TRICK

ell your audience that you have learned muscle control to such a degree you can survive being hanged for an hour without ill effect. You then mount a scaffold and are hanged in the standard procedure. To heighten the dramatic impact, scream, choke, gurgle, roll your eyes and generally make the hideous and disgusting noises associated with a hanging. After

dangling limply for awhile, abruptly flop your head to one side and pop out your tongue as if dead. Then, after the fainters and retchers in your audience have been revived and



HOW THE TRICK IS DONE

You will need a twelve-inch length of steel pipe for this trick. After a little practice, you will learn to swallow it with the ease of a sword-swallower. Thus, when the noose tightens around your neck, your windpipe will not close completely and you can go on breathing. All that choking, gurgling, and disgusting noisemaking is just an act.

Proof once again that the best tricks are the simple tricks!

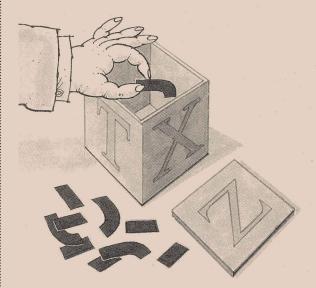


THE MENDACIOUS CUBE TRICK

ere we have a variety of odd shapes. Can you cut them out and arrange them into a cube? This is a toughie so don't be ashamed to give up and look for the answer below. (Really, we didn't expect you to give up that fast!)

ANSWER TO THE CUBE TRICK

As we said, this is a toughie! But if you searched carefully, you should have found a cube somewhere. The best and easiest is a child's hollow plastic building block. Then, by simply removing one side, you can easily carry out the instructions for this trick, arranging the cut-out pieces "into a cube."

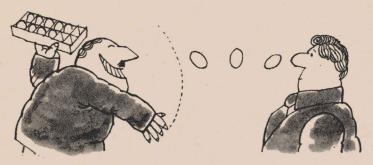


Some of you may have fallen into the trap of arranging the pieces to form words like EBUC, or BECU, or ECUB, but that's silly because they don't mean anything and besides, what would it have to do with arranging the cut-out pieces into a cube?

THE HILARIOUS "PRACTICAL JOKE" TRICK

MAD: THE LOST PAGES

sk for a volunteer from the audience and bet him a dollar you can do all of the following tricks ...



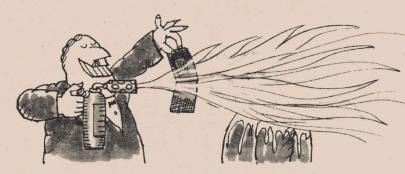
(A) Throw a dozen eggs at him without breaking a single one.



(B) Shave his head with a razor without disturbing a single hair.



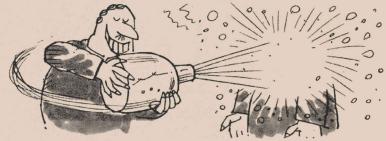
(C) Snip his tie with scissors and then make it whole again.



(D) Set fire to his wallet and restore it completely.



(E) Drop a bowling ball on his foot without causing any pain or swelling.



(F) Pour sulfuric acid over his entire body without inflicting any damage.

HOW THE TRICK IS DONE

 ∇

It is not! How in the world could it be? But so what! How else can you have so much fun for a buck ...? And your audience will love it. That is if they don't die of old age waiting for a volunteer to appear who is stupid enough to take this bet.

The Great Bumbleoni









THE IMPOSSIBLE

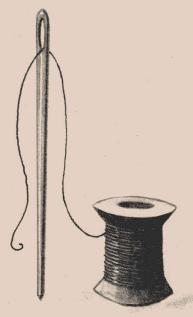
"CAMEL THROUGH THE EYE OF A NEEDLE"

TRICK

or centuries, the saying "like putting a camel through the eye of a needle" has been used to express the impossible. But now at last we can lay that old myth to rest.

Here we have a camel, right?

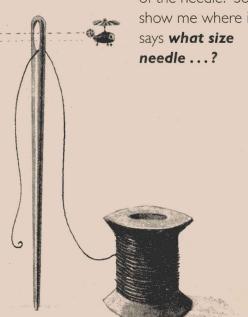
And there we have a needle, right?

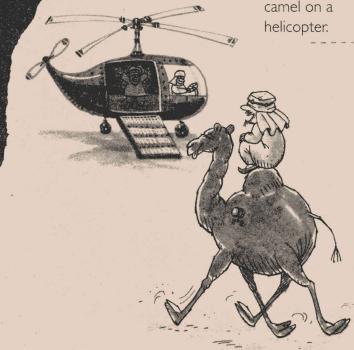


So, now let us proceed ... The first step is to load the

camel on a helicopter.

The second step is to fly the camel through the eye of the needle. So show me where it says what size



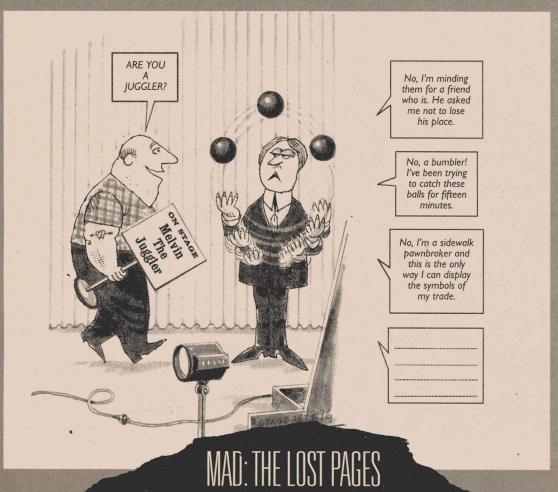


MAD:

THE LOST

PAGES

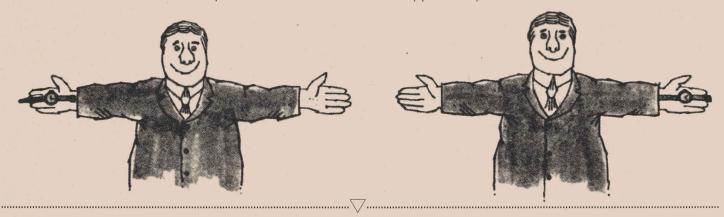




্ব The Great Snappy Answers Stypid

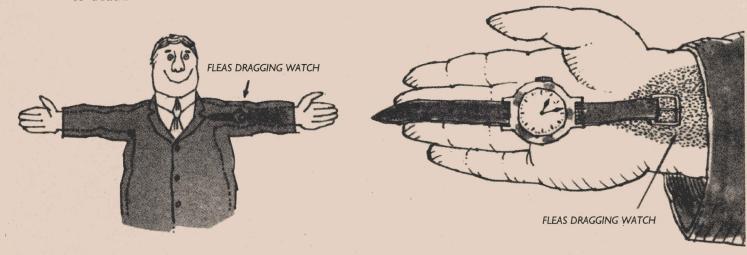
THE INCOMPARABLE "TRAVELING WATCH" TRICK

sk the audience for a watch and hold it in one hand with both hands outstretched. Close your hand on the watch, utter some magic words, and, thirty minutes later, to the audience's complete astonishment, the watch appears in your **other** hand.



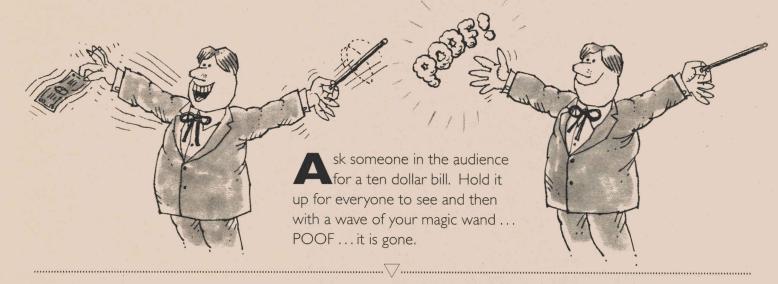
HOW THE TRICK IS DONE

For this trick, you will require almost two thousand fleas. They are strong and easy to train. In this instance, you must train them to drag the watch into your right sleeve, across your chest, and out your left sleeve. After some practice you will get used to housing two thousand fleas on your person, without feeling you're going to itch yourself to death.



So ends Al Jaffee's MAD Book of Magic and Other Dirty Tricks! Next, a devilishly devious collection of smashing Spy Vs. Spy encounters dusted off from their long unavailable paperback files! Watch for their outstanding unveiling in MAD Super Special #108!

THE FLAGRANT "DISAPPEARING BILL" TRICK



HOW THE TRICK IS DONE

Here is an excellent example of magic wand wielding. The key to this trick is of course MISDIRECTION. As you hold up the ten dollar bill with one hand, you wave the magic wand with the other, pressing a button that makes sparks fly out of the wand. During the moment that the audience is distracted, you pop the ten dollar bill into your mouth and swallow it. A good follow-up for this trick is the disgusting "REAPPEARING TEN DOLLAR BILL" TRICK but we'd just as soon (YECCHH!) skip it, if you don't mind.





I'm afraid that's all for now, chaps! But don't despair! I'll be back before you can take the ham out of Buckingham Palace with another installment of The Lost Pages of MAD!

Cheeriol

Nowaday, everyone has an obsession. Yours is reading stupid magazines when you should be doing something useful, like going into your refrigerator and alphabetizing your cheeses!

ANONYMOUS GROUPS

THE HIGHLY SUPERSTITIOUS ANONYMOUS



Didn't make it because no one dared to show up after the group's twelfth meeting.

STAND-UP COMEDIANS ANONYMOUS



Didn't make it because anyone who spoke at meetings had his routines stolen.

POLITICIANS ANONYMOUS



Didn't make it because they merged with Liars Anonymous.

STUPID YAHOOS ANONYMOUS



Didn't make it because members were afraid to go to meetings after the National Enquirer said 40 they were infiltrated by aliens.

HECKLERS ANONYMOUS



Didn't make it because its members were so disruptive, they had to be kicked out of their own meetings.

LIARS ANONYMOUS



Didn't make it because nobody could tell whether or not they were at one of their meetings.

Face it, without the support of a self-help group like "Alcoholics Anonymous," you're doomed! What you need is "Stupid Readers Anonymous"! But sadly, they're just one of the many...

TOIONT

ARTIST: PAUL COKER WRITER: CHRIS HART

MUSICAL CHAIRS FANATICS ANONYMOUS



Didn't make it because they never had enough seating for everyone.

TRENDIES ANONYMOUS



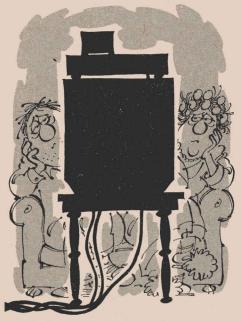
Didn't make it because they disbanded when self-help groups went out of vogue.

SPOILED BRATS ANONYMOUS



Didn't make it because each child refused to share the meeting with anyone else.

COUCH POTATOES ANONYMOUS



Didn't make it because all of its members were waiting for the meeting to come out on videotape.

PRACTICAL JOKERS ANONYMOUS



Didn't make it because they couldn't resist giving each other the wrong directions to all of their meetings.

STAUNCH REPUBLICANS



Didn't make it because they voted to eliminate federal funding for all self-help groups—including their own! 41

LITERACY



BERG'S-EYE VIEW DEPT.

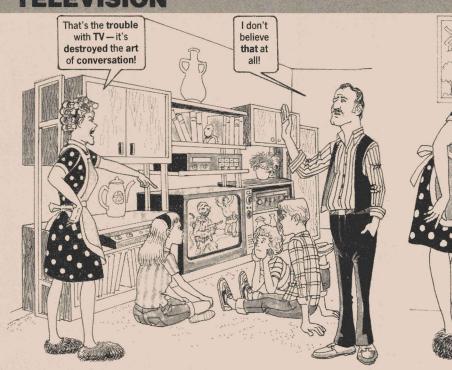
THELIGHTE

IN-LAWS





TELEVISION



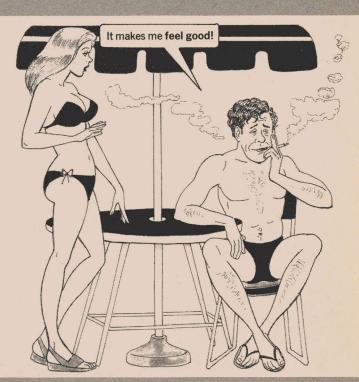


RSIDEOF...

ARTIST & WRITER: DAVE BERG

RATIONALIZATION





PLANNING AHEAD

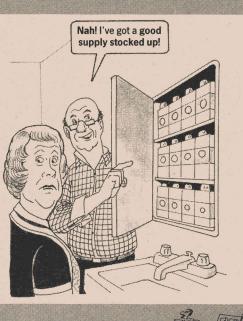




RISKS

It says here that the stomach medication I've been taking has some dangerous side effects! It's being taken off the market! Oh My! That's too bad, Harold! Are you concerned about it?





INVESTMENTS

Hey, Bernie, whattaya say we go for a few drinks after work?

You've been doing a lot of that lately, Don! Why don't you give up drinking before you become an alcoholic?





Are you nuts? Give

GOING DUTCH



BABY SITTING



CARS



WASHING MACHINES







To WIMMI





LIMITATIONS



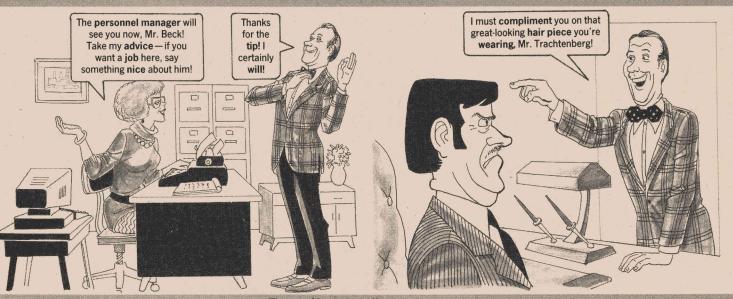
She was always saying, "You'd rather hit a tennis ball than read a book or go to a movie!"
She was always saying, "We never go anywhere on vacation unless there's a tennis court!"



You know That's another thing something, she was always saying! Nick? You're a



INTERVIEWS



DOCTORS





BIG CITY SIGNS OF THE TIMES

ARTIST: GEORGE WOODBRIDG

WRITER: STAN HART













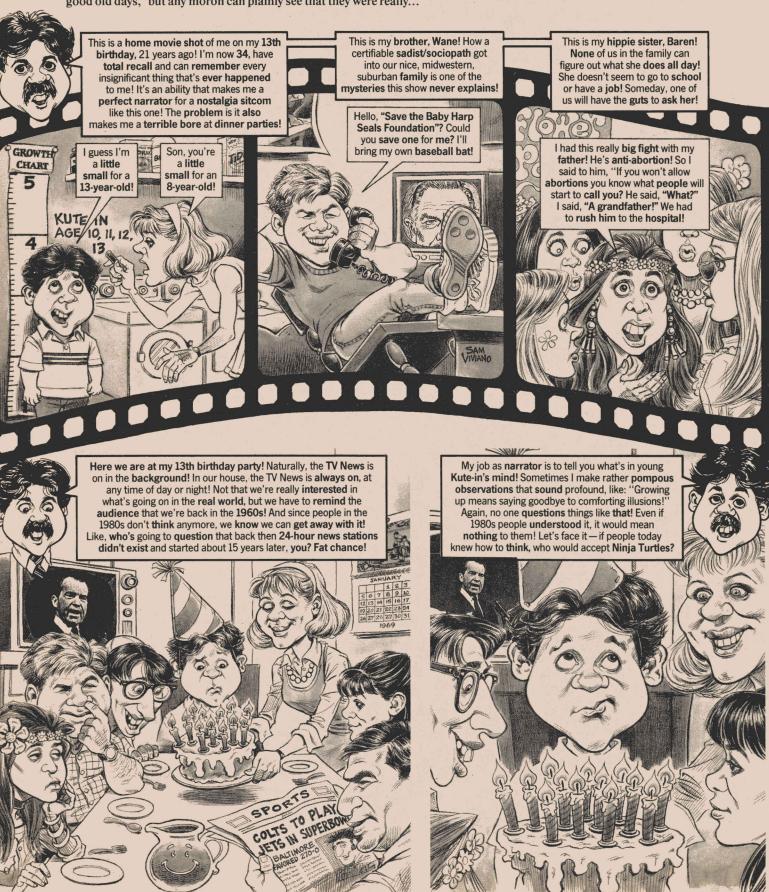




SIXTIES-SOMETHING DEPT.

We can see why adults in their thirties and forties enjoy a popular sitcom about growing up in the 1960's. After all, it was their time! But why does it have such appeal to kids in 1989? Could it be that today's kids are comforted by seeing what jerks their parents were back then? You bet! Yup, parents may refer to the 1960's as "the good old days," but any moron can plainly see that they were really...

THE BL



UNDER YEAR

ARTIST: SAM VIVIANO

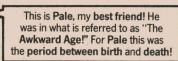
WRITER: STAN HART

I just saw the garbage

truck parked outside!

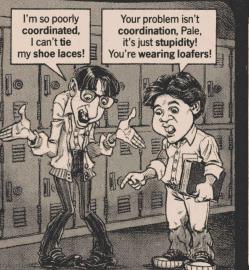
Was he making a

pick-up or a delivery?



This is my girlfriend, Whiny! She's also 13 years old! We were so close we even shared the same Fruit of the Loom undershirts!

This is my mother and father! they weren't the brightest couple in the world, but they were well matched! They seldom fought! Their only argument was whether or not "The Flying Nun" was a documentary!

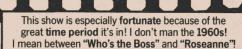


I admit that Kute-in and I started by kissing, Mother, but now we do what married people do!

Fight My God. with what's each that? other!

That's an old joke!

Maybe in the '80's But now we're in the '60's!



In show after show, you do a lot of standing around, making faces without saying anything. Why's that, Kute-in?

Cause I have to wait until the longwinded narrator finishes talking!

But you're the longwinded narrator!

Hmm, you're right, Pale! I guess it wouldn't be rude to interrupt myself, would it?

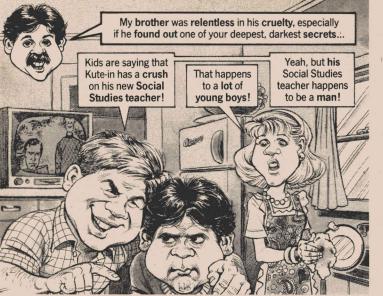
For my birthday, Pale gave me a rare book that I always wanted!

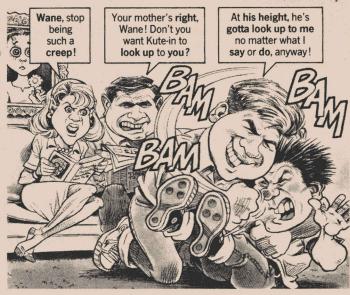
This book is so rare that even the library doesn't have a copy of it!

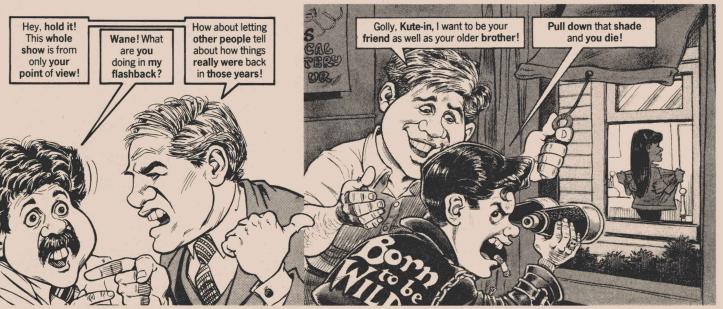
Well. Yes any does! more!

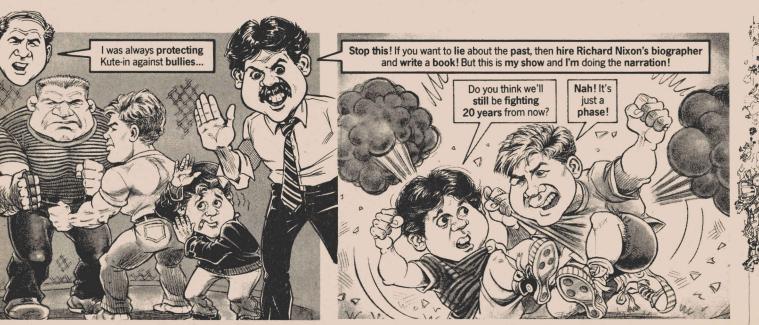
not









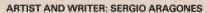




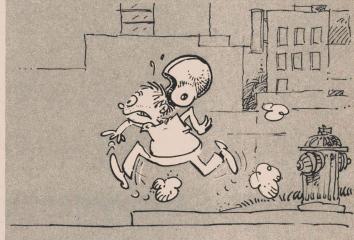


SERGE-IN GENERAL DEPT.

A WAJO LOOK AT INSTRUMENTS































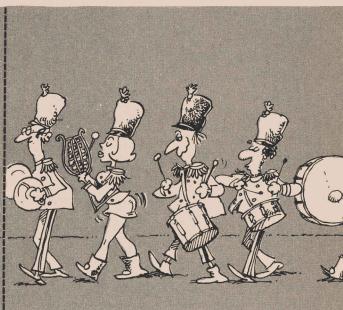


















SCHLOCK THE PRESSES DEPT

The first of the f

THE DULL STORY

Volunteer Photographer Does Free Portraits Of Residents In City's Home For The Aged

Groceries Topple From Shelves In Supermarket

Citizens Critical Of Atlantic City Landmark

Aides Expose Shoddy Paint Job Of Mayor's Office By Angry Workmen

First "Edsel" Being Sent To Smithsonian Institute

Voting Drive Stepped Up In The Big Apple

Visiting Celebrity Squeezes Into Crowded Subway Car THEHEADLINE

ELDERLY PEOPLE MUGGED IN LOCAL NURSING HOMES

STOCKS PLUMMET IN MARKET CRASH

BLAST ROCKS JERSEY PIER

VICIOUS SMEAR TACTICS CITED IN CITY HALL COVER-UP

MAJOR DISASTER HEADED FOR NATION'S CAPITAL

> V.D. ON RISE IN NEW YORK CITY

SINATRA MUSCLES HIS WAY INTO THE MOB

the the star of demonstrate such that th

THE DULL STORY

Mysterious Lantern Wielder Disturbs Sleeping Homeowners

Class For Under-Achiever Students Is Abolished For Lack Of Government Funds

Rug Craftsmen Display Their Creations In Downtown Fair

Consumer Advocate Finds Con Edison's Rates Exorbitant

Supply Falls While Being Lifted To High Shelf At Local Plasma Center

Re-Opening Party Held At Three-Mile Island

Publisher Announces He Will Put Out Special Issue Of MAD

THEHEADLINE

RESIDENTS COMPLAIN OF FLASHER IN NEIGHBORHOOD

> DOPE GANG BROKEN **UP BY FEDS**

HOOKERS OPENLY PLYING THEIR TRADE ON OUR CITY'S STREETS

oix sale roung boot. [two promises and]

RALPH NADER SHOCKED BY ELECTRICAL CHARGE

cial cochay nord agaction public with rainer

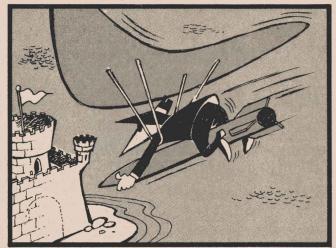
BLOOD SPILLED IN MIDTOWN BANK HEIST

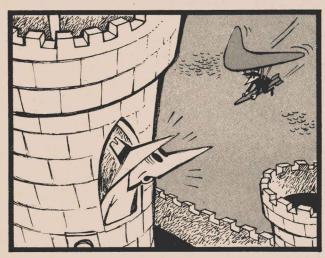
> BIG BLAST AT **NUKE PLANT**

MADMAN THREATENS **WORLD WITH A BOMB**

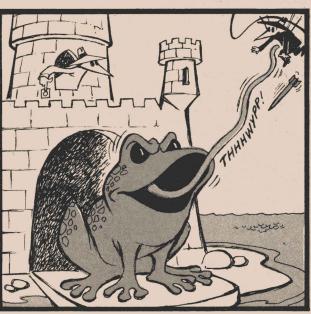




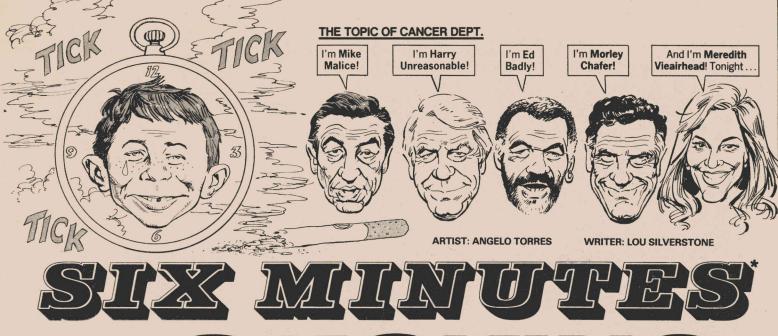






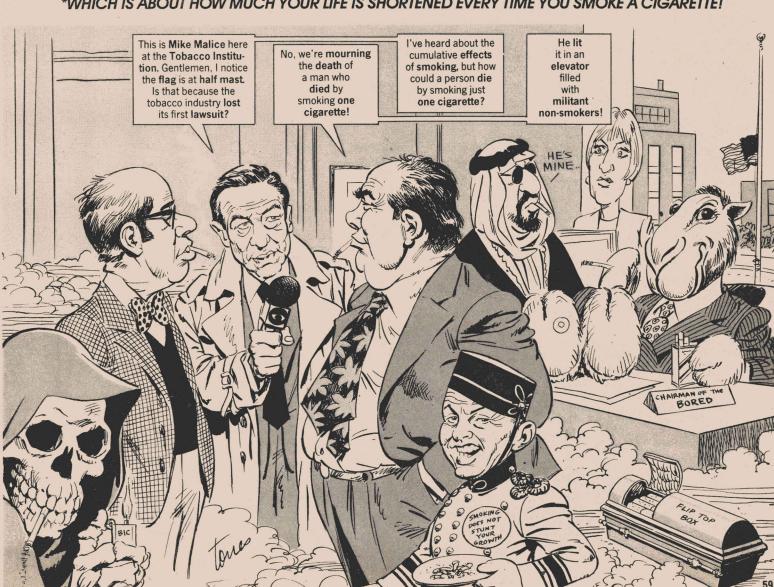




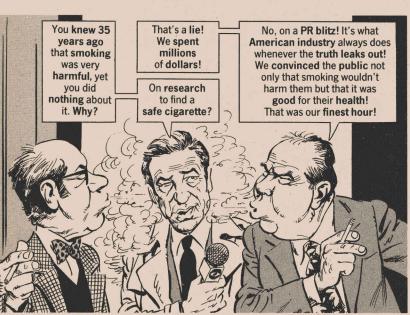


LOOKS S VOING

*WHICH IS ABOUT HOW MUCH YOUR LIFE IS SHORTENED EVERY TIME YOU SMOKE A CIGARETTE!







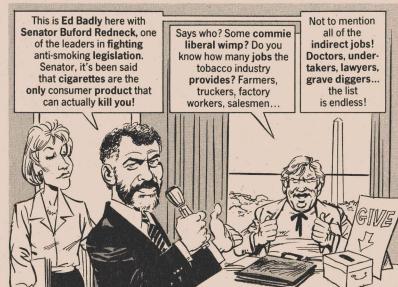
How do you feel about the government's antismoking campaign?

As long as we can use the billions we spend on cigarette advertising as a tax write-off, we don't care what it says about smoking!

Politicians have fed Americans so much crap over the years that now nobody believes anything the government tells them—even if it's true!

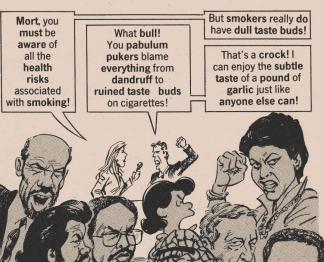












Uhm, what

question

was that,

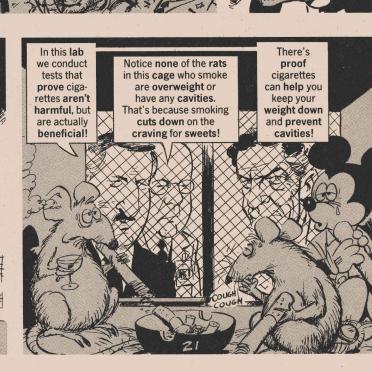
sir? Mmm.

you sure

do make

delicious

cookies!



And another thing,

cigarettes are

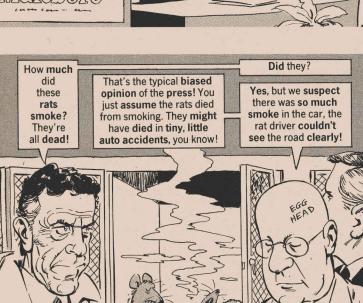
supposed to stain

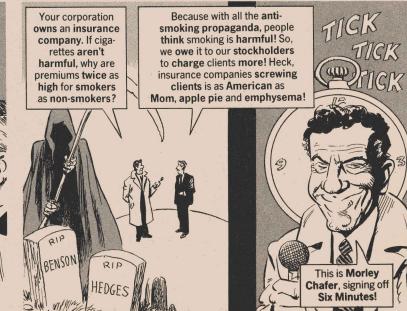
your teeth. Dig

these choppers,

you anti-smoking.

prune-puking wimps!

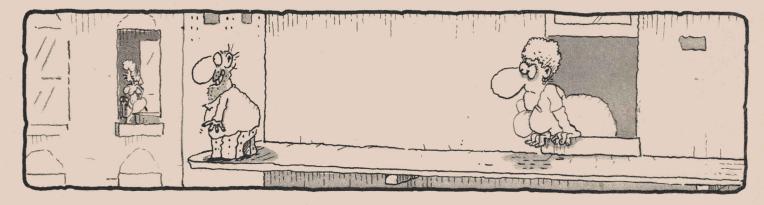


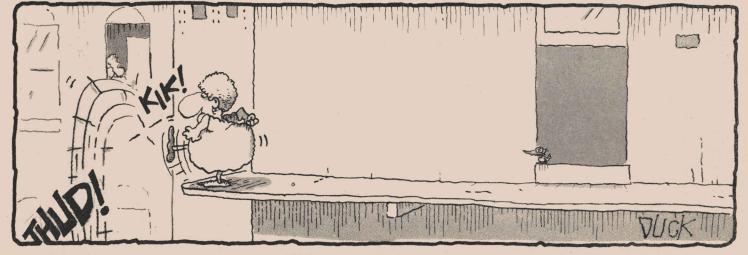












-Want lots of birthday presents? Cash gifts? Want to be remembered in their wills? Then use these...

FOOLPROOF WAYS SUCK-UP TO GRAN

Accept their pet names and wet kisses graciously...



Rave over Grandma's cooking...



Imitate Grandad's wardrobe...



Engage them in their favorite sports...





TO GESUNDHEIT! DPARENTS

Let Grandpa win at arm wrestling...



Ask Grandpa how it was in the real Army...



Take grandma to the junior prom...



Toast them with a prune juice and warm milk cocktail...



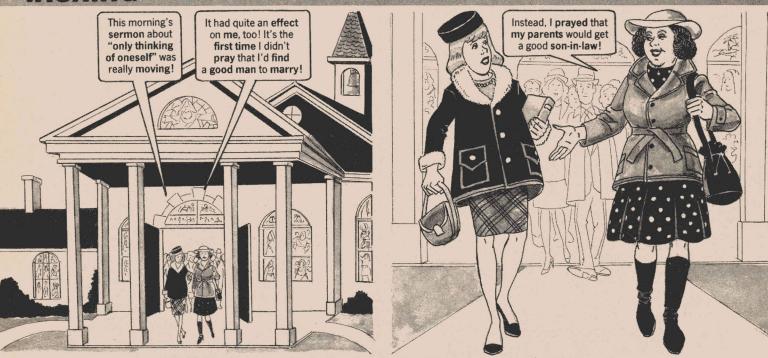
SCHOOL



BERG'S-EYE VIEW DEPT.

THELIGHTE

WISHING



FAMILY UNITS







RSIDEOF...

ARTIST & WRITER:

THE ECONOMY





LISTENING





ENERGY CRISIS

Tommy, my friends and I are having coffee! Why aren't you in your room playing with all your new birthday toys? I can't! There's been a power failure!



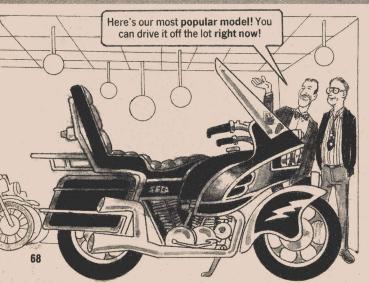


POLITICS

Dan Pheasant, as candidate for school president, how do you stand on the campus dress code? First tell me how you stand on that issue...



STAGES





WINNING



SUCCESS

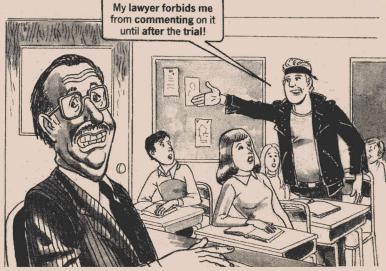






SPECIAL CASES





FINANCES

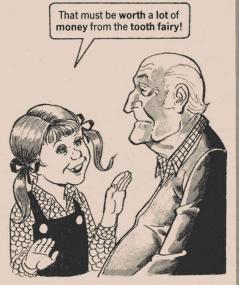




WISDOM







DOCTORS





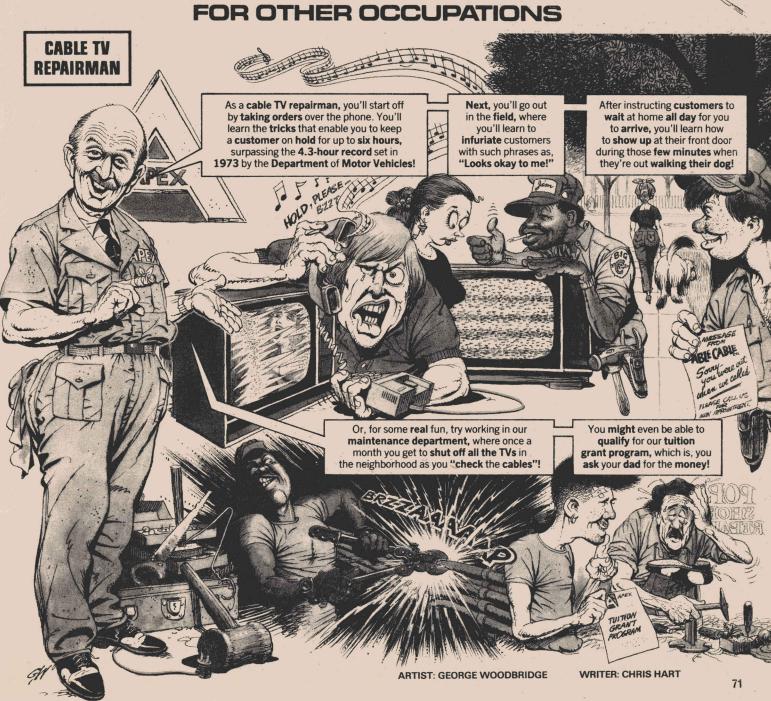
There are few things in life more annoying and obnoxious than those lame TV commercials for the Apex School for Welders. But as imbecilic as they are, just imagine how stupid the ads will be when the Apex owner gets around to opening other institutions of "higher" learning! You'll know exactly what we mean once you take a look at these excerpts from commercials for...

MONEY

1000

MI

APEX TECHNICAL SCHOOLS











A VIEW TO AN ILL DEPT.

It all started with Salad Bars! If you had wanted to make your own dinner, you wouldn't have gone to a restaurant in the first place, right?!? Well, that was only the beginning!

The folks who invented the Salad Bar went on to create the Self-Service Gas Station, the Pick-Your-Own-Apple Orchard and the Automatic Bank Teller Machine! If you're now sick and

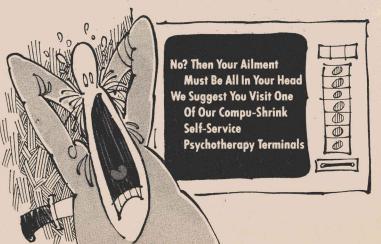
COMPU-DOCSELF-

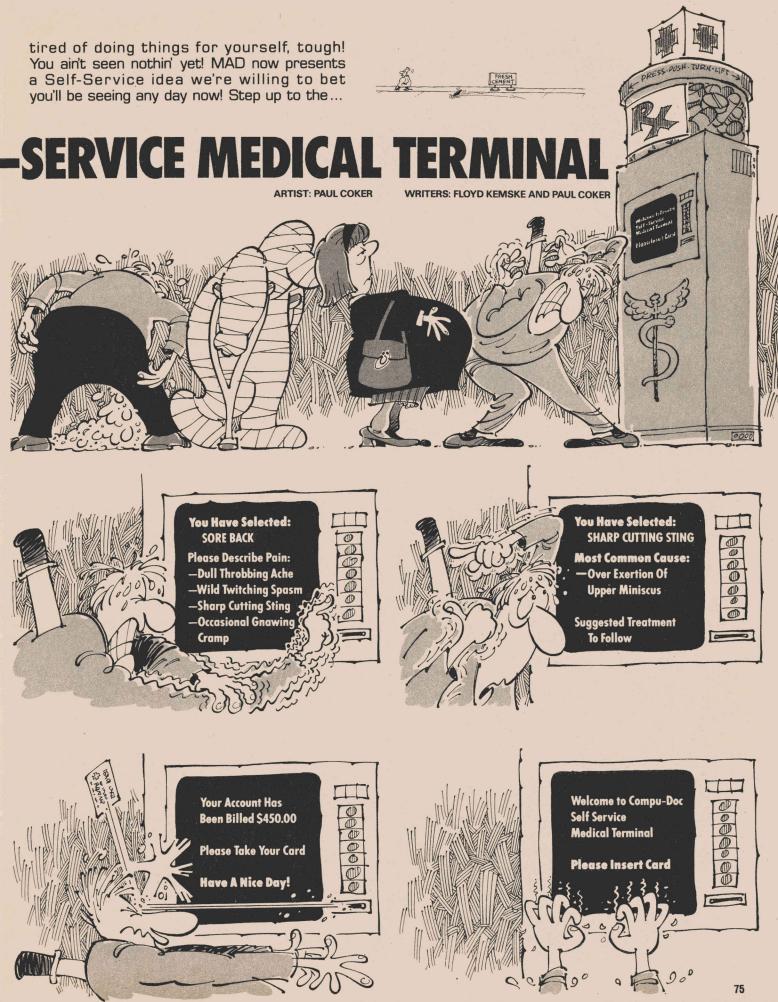












WEE THE PEOPLE DEPT.

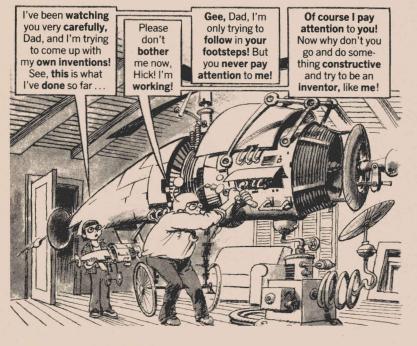
What's the feel-good hit of the summer movies? Who cares?! Summer's over!! But there was a film vying for the top spot with a weird idea—it thought that reducing kids to the size of the Cheerio's molecule would make a good comedy! Unfortunately, the thing that really got reduced was our patience! Just try sitting still for 90 minutes while microscopic pre-teens get chased by a giant scorpion! Then you'll be ready to agree with us that it's not...



FUNNY TO THEKDS

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



Listen, Rom, I don't want you was afraid to be like those kids, Hick I have my own I'd hear you and Gamey next door! They interests, say that stay in the house all day! Dad! Actually, someday! I only have I want you to learn about l was things like weight lifting one interest hoping to and fishing, just like I right nowraise a did when I was your age! girls! normal son!



The baseball Little Truss hit through our window started Dad's machine! And now it's going nuts!

Imagine how stupid Dad will feel after spending years trying to get his shrinking machine to work, and all he had to do is hit it with a baseball!

He won't feel worse than me! I spent all my allowance for two years for my Nintendo, and compared to this, it sucks!



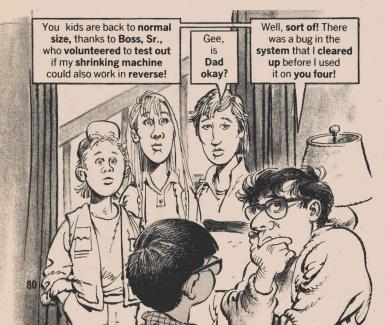






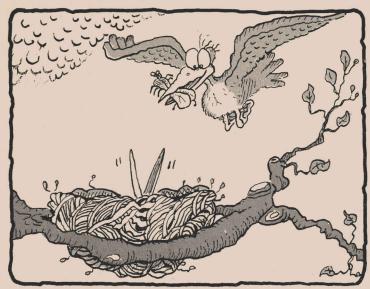


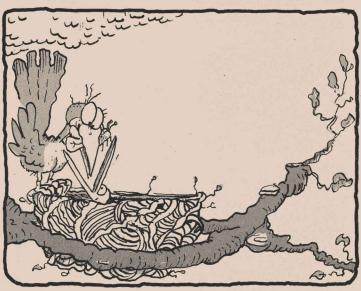


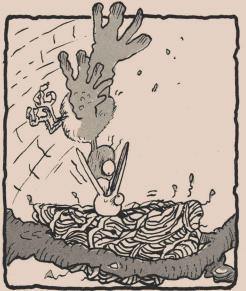


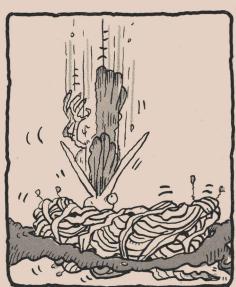


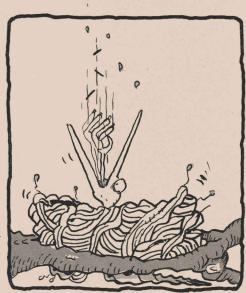
THE FEATHERED FEEDING FRENZY

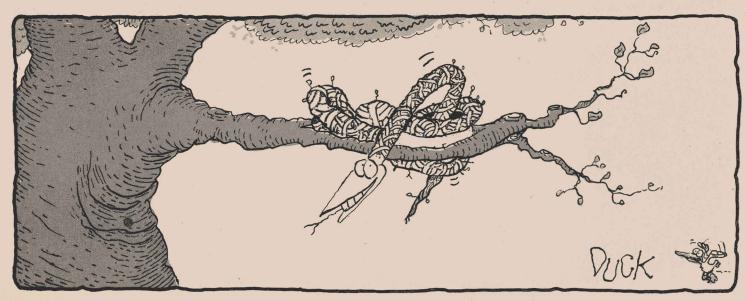












THIS JUST IN ... AND OUT DEPT.

FLEETING "STARS" OF THE

KENNEBUNK, MAINE: WEATHERBREAKER WHO FIRST SPOTTED HURRI-CANE WILBUR



51XIIIII



LAWRENCE, KANSAS: THE COKER TRIPLETS, RE-UNITED AFTER SIXTY-TWO YEARS, THANKS TO THIS TV STATION

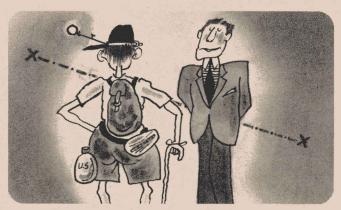


JERSEY CITY, NEW JERSEY: IN-LAWS OF THIRD LARGEST LOTTERY WINNER IN **NEW HAMPSHIRE**

ARTIST AND WRITER:



BUCKS COUNTY, PENNSYLVANIA: MISS LISA RUCKDESCHEL FROM THE UPSTATE SCHOOL OF MUSIC, WHO SANG THE NATIONAL AN-82 THEM TO OPEN THE TRIPLE-A BASEBALL SEASON



COLDSPRING, NEW YORK: MR. DAVID DASCH, WHO WALKED BACKWARDS FROM ALBANY TO N.Y.C. TO PROTEST THE WAN-TON KILLING OF CRABGRASS

TEXARKANA, TEXAS:
WINNER OF CHUCKWAGON CHILI CONTEST, AND
JUDGES



CINCINNATI, OHIO: YOUNG MAN WHO MADE BARE-HANDED CATCH OF A DARRYL STRAWBERRY FOUL TIP



LOCAL NEU75



SAN FERNANDO VALLEY, CALIFORNIA: MR. AND MRS. WALLY ZICKER AND THEIR RECORD 86 POUND ZUCCHINI

O'HARE AIRPORT, CHICAGO, ILLINOIS:
TAXI DRIVER WHO RETURNED PRICELESS BASS
FIDDLE WITHOUT ACCEPTING A REWARD

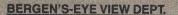
PAUL PETER PORGES



WINNEBAGO, HAWAII: GRANDMA LULA BETH GRUNE, CONGRATULATED ON HER 101st BIRTHDAY BY HER GREAT-GREAT GRANDDAUGHTER-TIFFANY



LINCOLN, NEBRASKA:
FRANKLIN J. CUPS, HIGHEST STATEWIDE S.A.T.
SCORER WITH HIS PROUD PARENTS



If you think the political waters in Washington, D.C. are polluted, wait'll you see the on-the-air and backstage waters of a TV newsmagazine show! Color it...

MURKY BROWN

Hello, I'm Baba Waters...

...and I'm Huge Downer! And this is 20/20, the show where we take a subject that might hold your interest for 20 seconds and drag it out for 20 minutes! Tonight we look at a TV newsmagazine show run by a strong willed woman who calls the shots and makes sure all the men around her know it!

You mean you're looking at yourself, Baba? No, Huge, it's true we're going to take a close-up look at a show about a brassy female reporter who heads up a TV newsmagazine program, but this one is fictional! Her name is Murky Brown! For viewers not familiar with the show, let's meet the cast!



ARTIST: ANGELO TORRES



I'm Murky Brown, a TV news magazine reporter who freely admits I had to spend time in the Betty Ford clinic to break my addiction to booze and cigarettes! What I don't freely admit is that since my news show won an Emmy, I'm now addicted to fame, fortune and high ratings!



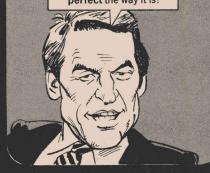
I'm Smiles Silvernerd and although I'm only 25 years old, I produce Murky Brown's show! Surprisingly, I get a lot of respect—from some of the cleaning people and the elevator operators! Now if only someone who works for me on the news staff would respect me!



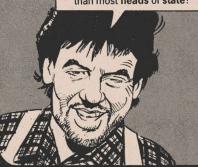
I'm Dorky, Murky's perky, younger co-host! Murky and I make a perfect team—she knows dozens of ways to catch many politicians in a lie, and I know dozens of ways to apply make-up!



I'm Grin and I've got a brown nose for news... er, I mean a hard nose for news! I am one of the few great reporters without an ego problem, mainly because my ego's perfect the way it is!



I'm Alldim, the painter who's doing Murky's apartment! How do I get a meaty role in every week's episode? The painters union is stronger than you suspected! Today, painters have more power than most heads of state!



WRITER: DICK DEBARTOLO







You?
Baba
the
Great?
Hooked
on
booze?

No, I was hooked on finding celebrities who were hooked on booze! Then I could get them to pour out their hearts on one of my TV specials!



But tell me, if you play a recovering alcoholic, why would you choose a bar as the place to pre-interview your guests for your F.U.T. show?

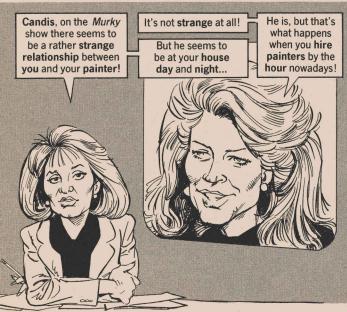
Hey, it works for Ted Danson! In Cheers he plays a reformed alcoholic bartender, and look at the ratings of that show! I should be so lucky!

It's uncanny!
We even
think
alike!
Let's look
at a scene
in Pill's
Bar...



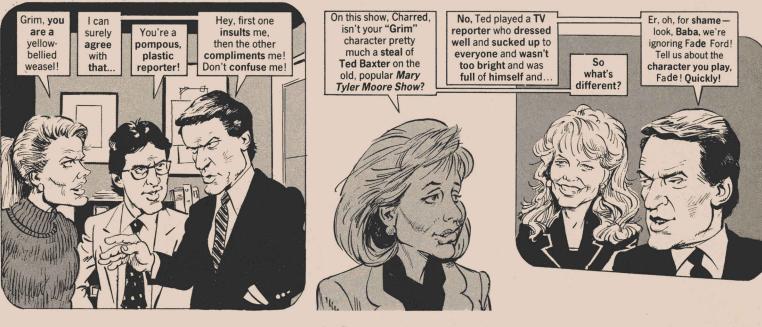






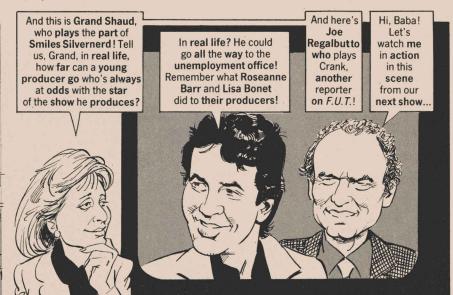


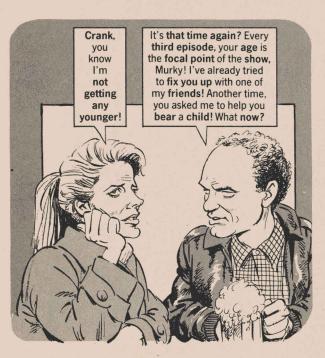


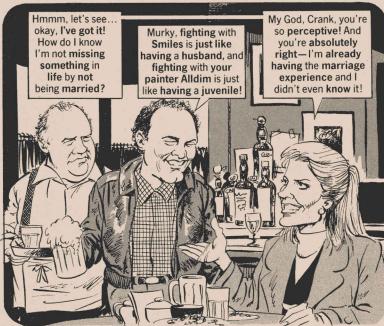




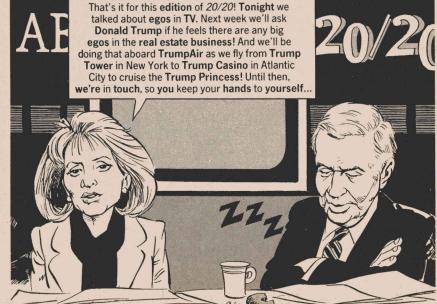


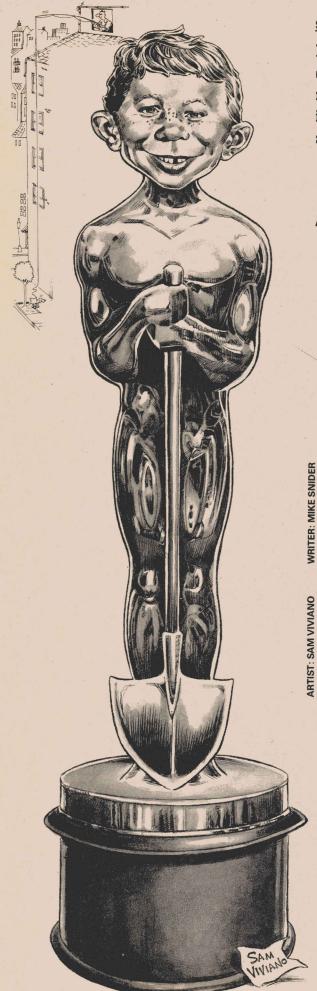












STATUES FOR LIMITATIONS DEPT.

Each year the Motion Picture Academy gives its little pal, "Oscar," to actors, writers, hairdressers and other toads. But the Academy never recognizes the most important group - the people who pay to get in! And it's high time they did, because the best entertainment's not on the screen, it's out in the audience! That's why MAD thinks there should be...

ACADEMY **AWARDS**

FOR MOVIE AUDIENCE MEMBERS



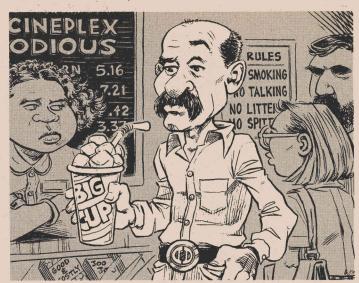
BEST FORCED CHUCKLE at an obscure Yiddish gag in a Mel Brooks film that has everyone else laughing - even though only 10% of them get it, won by...JILL WASPBRED, Snooty, VT



BEST SCREAM OF SURPRISE in a "Friday the 13th" crowd by someone who hasn't caught on that a hop in the sack means automatic death, won by ... HAROLD QWERTY, Poiuyt, WY



BEST PSYCHOTIC CACKLING during a Rambo shoot-em-up scene, won by...TOM PUTZKOWSKI, Untitled, IL



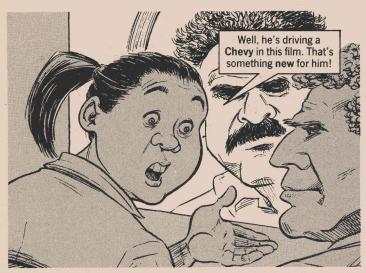
BEST CASUAL EXPRESSION while paying \$2.50 for a spritz of 7-Up and 16 ounces of ice, won by... CHIC GLITZ, Las Vegas, NV



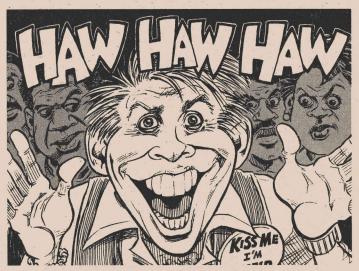
BEST GROAN at the start of another "thrilling" car chase just like the 3,000 other car chases in film history, won by...MAXWELL KORN, Duke, NC



MOST RIDICULOUS "JUNGLE CAMOUFLAGE" at a Vietnam war movie, worn by a punk who's never been away from home overnight, won by...ELMER MIFSUD, York, PA



BEST-SOUNDING ARGUMENT that Burt Reynolds isn't "skating" through the twilight of his career in dull, predictable films, won by 90 ... NANCY ANNE HAZEL, Gainesville, FL



MOST ANNOYING BEHAVIOR by an idiot who thinks imitating Eddie Murphy's laugh throughout one of his films is the height of cleverness, won by...JED FLOONMAN, Arsenio, SD



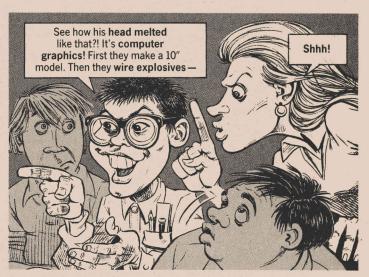
BEST "HMMM" at the end of one of Woody Allen's newer, supposedly "deeper" movies, won by...PAUL PETER BORGE, Raiola, NM



BEST FAKED LAUGHTER at a *Police Academy* sequel by a person of average intelligence who doesn't want to look like a snob, won by ... PAT PROFT, Neal, Israel



BEST ICY STARE on a girl dragged to the latest *Porky's* sequel by a no-taste cretin she's dating for the first—and last—time, won by ...JANE SIANCI, Cousin, NY



BEST INDIGNANT "SHHHH!" directed at the pseudo-scientist who's explaining to his friends how the special effects were done, won by...POINDEXTER STARLOG, Lucas, CA

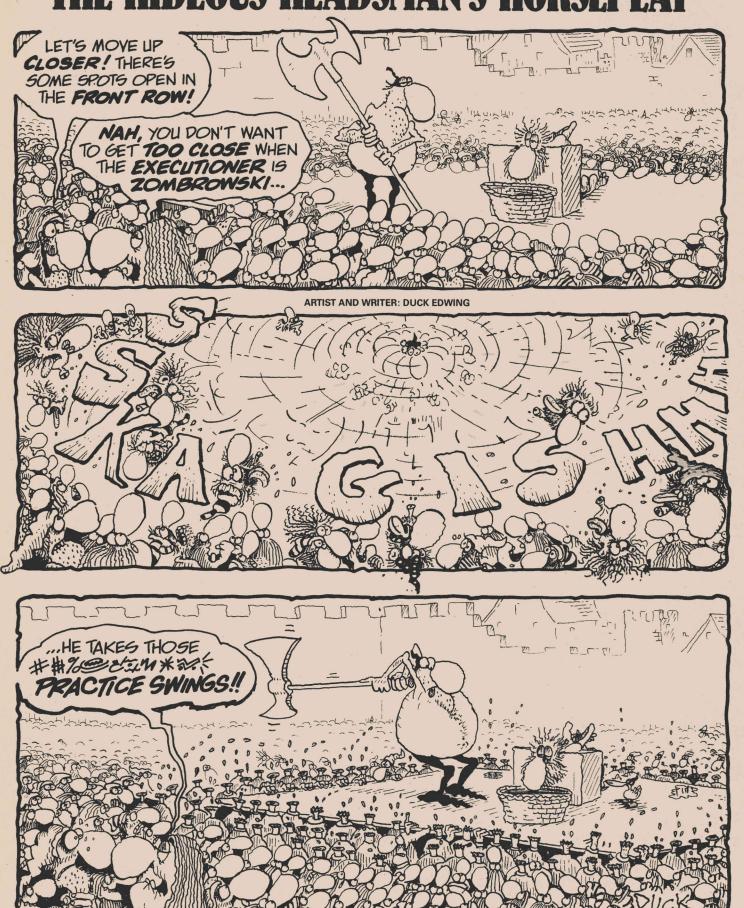


BEST GLAZED-OVER LOOK while watching another self-indulgent "turkey" by Prince, Warren Beatty or Barbra Streisand, won by... DONATO DITONNO, Chafeville, GA



MOST DELUDED USE of "movie critic jargon" to convince yourself that the pretentious bomb you just saw wasn't a total waste of \$7.00, won by...HANS BRICKFACE, Sambro, MI 91

THE HIDEOUS HEADSMAN'S HORSEPLAY



WRITING WRONG DEPT.

There's a growing phenomenon in America these days. Special interest groups are forcing their personal morality on everyone else! Self-appointed do-gooders like housewife Terry Rakolta and the Reverend Donald Wildmon are spearheading movements to pressure major companies into yanking their advertising from "offensive" TV programs like Married with Children. (And greedy, spineless companies are caving in!) That's bad enough, but we think it's going to get even worse. MAD envisions a day...

WHEN PRESSURE GROUPS REALLY TAKE OVER

ARTIST: BOB CLARKE

WRITER LOU SILVERSTON

Dear General Mills, On your Wheaties packages, you have been featuring Olympic Gold Medal been featuring Olympic Gold Medal

winners such as swimmers, basketball players, gymnasts and runners. However, you have never once featured a medal winner in the Pistol and Rifle shoot.

We at the NRA think this is part of a Commie-inspired anti-gun movement.

We have millions of members, all of whom eat breakfast cereal. If you expect us to eat the "Breakfast of Champions" you'd better restify this un-American situation immediately.

Patriotically,

Stu Meats

General A Mills

Dear Mr. Meats,

DOWN

General Mills owes all gun owners a heartfelt apology. We never intended to slight those magnificent athletes who compete in the Pistol and Rifle Shoot. We hold these marksmen in the highest esteem and believe them to be excellent your letter and release to the state of the sta

Your letter has convinced us to feature these unsung heroes prominently on all Wheaties boxes. Not only that, but we'll be giving away a loaded .22 caliber handgun in each box of Wheaties which will encourage children to start shooting.

Thanks for contacting us—and rest assured that at General Mills we believe firmly in the right of every American to bear arms, no matter how prone to violence they may be.

For God and Country,

Public Relations,
General Mills

To 7-Eleven Inc.,
As the wife of a compulsive gambler, I am outraged by the crass manner in which

your store encourages and promotes excessive gambling.

The name "T- Eleven" is the battle cry of derelict, low-life crap shooters when they are rolling dice.

Whenever my poor husband sees one of your wretched stores he walks out on me and goes looking for a dice game or a seedy betting narks

seedy betting parlor.

I have organized a group of concerned housewives who firmly believe that their husbands' addiction to gambling is directly linked to 7- Eleven. We are planning mationwide demonstrations in front of all your stores and a high profile media campaign that will expose you for the unsavory characters we know you to be.

With deepest concern, Mabel Duck

7-ELEVEN

Dear Mrs. Duck,

We beg your pardon. It never occurred to us that the name 7-Eleven could be an inducement for people to gamble. Thanks to your astute letter, we've taken action to remedy this situation and chosen a new number as our store name, a number that our research team assures us has nothing to do with gambling and will definitely not offend anyone. The number is 666.

It is our sincere hope this move meets with your approval.

Best regards,

Consumer Relations

DEAR IZOD,

AS A Member of the Alligator Preservation Society, I feel it is my duty to call to your attention that the alligator is an endangered species on the verge of extinction. Your callous depiction of alligators on your sport shirts condones and encourages the senseless hunting and mutilation of these poor creatures.

On behalf of my organization, I demand you stop your ruthless exploitation of alligators and remove them from all your merchandise at once. Failure to comply with our wishes will result in our staging massive demonstrations in the parking lots of all stores that sell IZOD products.

Yours for alligators, Henrik Spume



Dear Mr. Spume,

Let me assure you that it was never our intent to portray alligators in a negative way, nor do we mean to support the killing of these truly wonderful reptiles. Indeed, it troubles us to hear that they are an endangered species. In fact, we've decided to no longer use them as our trademark and replace them with creatures which we are certain are in much more plentiful supply —cockroaches and deer ticks. Thanks for calling this to our attention.

Best wishes,

Customer Service Dept.

To: Kelloggs Cereal Co.

I resent your putting "Snap, Crackle and Pop" on the boxes of Rice Crispies. These characters are an obvious sacrilegeous mocking of the Father, Son and Holy Spirit. My Organization, The Alabama Mothers for Christian Cereal boxes, plan to boycott all Kelloggs products unless the demonic trilogy is eliminated

Yours in God, Mr. Homs Brickface, Dear Mr. Brickface,

Kelloggs is extremely grateful to you for pointing out the inherent blasphemous nature of Snap, Crackle and Pop. This terrible triumvirate will never appear on any of our products again.

It will please you to know that our Rice Krispies package has been completely redesigned and now features the prophets Moses, Ezekiel and Jeremiah. Now, when milk is added, our cereal no longer goes "Snap, Crackle, Pop," but instead chants the Twenty-First Psalm in Latin. We appreciate you setting us straight! Best wishes,

3RING BA

POTRZE

Marketing Dept. Kelloggs of Battle Creek



To Perdue Chicken Es.

Last night, while I was watching TV with my children, a commercial for your product was aired. I was absolutely taken aback by its sleazy content. Frank Perdue was talking like a dirty old mon about "jucy thighs" and "tender young breasts" for the whole world to hear! Please be informed that I plan on spearheading a nationwide -boycott of your company unless you do something to and the kind of blatent depravity in your advertising!

Dear Mr. Tub,

PERDUE

We are terribly sorry you found our commercial featuring Frank Perdue offensive. You will be happy to know that starting today all poultry appearing in our ads will be wearing clothing. Also, we have decided to put more energy into marketing the more acceptable, less disgusting parts of the chicken such as the neck,

As for Mr. Perdue himself, we have replaced him with a claymation dwarf. Thanks for writing.

Sincerely.

Corporate Office Perdue Farms

DEAR MIDAS MUFFLER INC.,

AS PRESIDENT OF PEOPLE FOR PURITY IN PROGRAMMING, I AM WRITING TO EXPRESS MY OUTRAGE REGARDING YOUR OBSCENE TELEVISION COMMERCIALS. THESE ADS, FEATURING BIG SWEATY MECHANICS SPEWING FORTH THEIR FILTHY OBSESSIONS WITH LUBE JOBS AND TAIL PIPES, SHOULD BE BANNED! IT'S OBVIOUS to US that MIDAS is AN ACRONYM FOR MEN INVOLVED IN DERANGED AND AWFUL SEX AND THAT YOU ARE RESPONSIBLE FOR THE CORRUPTION OF OUR YOUTH AND THE DECAY OF OUR SOCIETY. WE WILL DO EVERYTHING IN OUR POWER TO ALERT THE PUBLIC OF YOUR SICK PERVERSIONS.

NEWT SNoutfish PRESIDENT, P.P.P.

Dear Mr. Snoutfish,

We are always pleased to receive thoughtful letters such as yours. It will please you to know that just seconds after reading your letter our president was so upset that he jumped off the 96th floor of our building and killed himself. We have filed for bankruptcy and are going out of business forever. We deeply appreciate your concern.

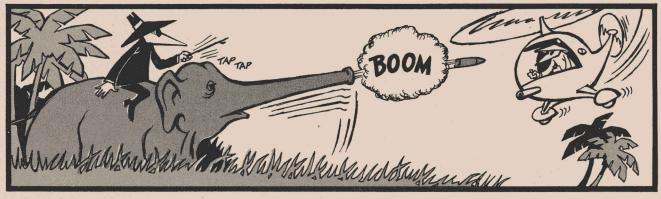
Sincerely,

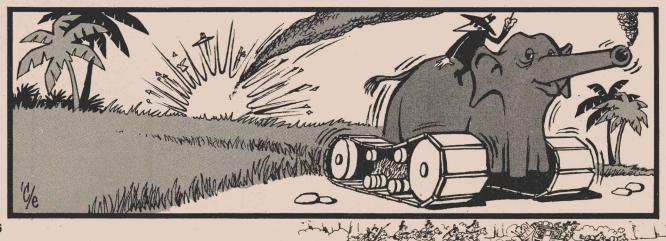
Media Relations Dept. Midas Muffler, Inc.











WHAT SEEMS TO BE THE ONLY WAY OF MAKING YOUR FORTUNE TODAY?

A

MAD FOLD-IN

People are always scrambling to make it big one way or another. To find out what today's best bet for success is, simply fold the page in as shown in diagram on left.

FOLD THIS SECTION OVER LEFT



4 PR FOLD BACK SO "A" MEETS "B"



HISTORICALLY, THERE WAS ONLY ONE WAY OF GETTING THE RICHES ONE WANTED. HARD WORK. BUT TODAY, LOTS OF PEOPLE FEEL THIS LEADS TO THE CEMETERY RATHER THAN TO THE WEALTH THEY DESIRE.

A) (B

BUG COLLECTION THIS SQUASHED BELONGS TO:



KMARKYO ABOO

UBLITHERINGIDIOT

HOUSEFLY (Musca domestica)

COCKROACH
(Periplaneta americana)



SPIDER (Argiope aurantia)

MOSQUITO (Aedes aegypti)

WRITERS: CHARLIE KADAU AND JOE RAIOLA

"BUG" ARTIST: DENNIS WUNDERLIN

FOR MAKING SPIT

THE PERSON

READING THIS TO IMPRESS YOU! BOOKMARK HERE ONLY PUT THIS ALREADY! HE READ THIS FAR ENOUGH TO HAVE BOOK ISN'T SMART



(Polistes fascatus)

A MAD BOOKMARK

WASP

AMAZON FLATBUG (Insectus jaffeeus)



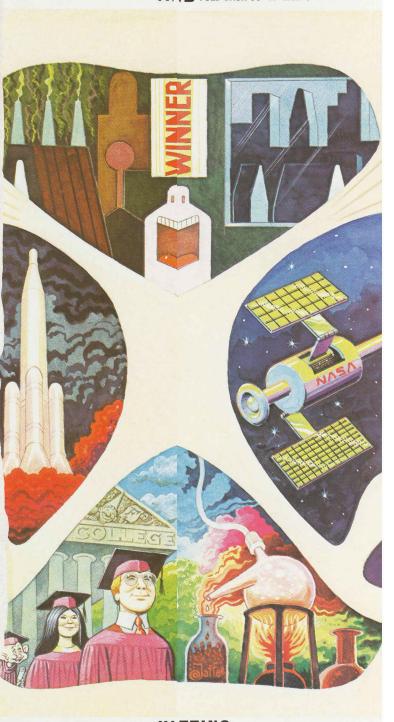
BOOKMARK

A MAD BOOKMARK

WHAT SEEMS TO BE THE ONLY WAY OF MAKING YOUR FORTUNE TODAY?



A H B FOLD BACK SO "A" MEETS "B"



HITTING THE LOT TERY

AHB